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CONTACTS:

Amy Biber

Marketing Manager

Buffalo Museum of Science

(716) 896-5200 x312

abiber@sciencebuff.org

Deborah Pettibone

Department of Marketing

Roswell Park Cancer Institute

(716) 868-6182

Deborah.Pettibone@RoswellPark.org

**Buffalo Museum of Science Hosts
"Your Cancer and Drug Store" Exhibit
Celebrating the 2009 Great American Smokeout**

Buffalo, NY (November 12, 2009) -- The public is invited to tour "Your Cancer and Drug Store" – an installation offering insights into tobacco industry advertising practices at retail stores – from November 19 to November 29 at the Buffalo Museum of Science, 1020 Humboldt Parkway, Buffalo.

Roswell Park Cancer Institute and the Erie-Niagara Tobacco-Free Coalition are presenting the installation at the museum as part of the 2009 Great American Smokeout, an initiative developed by the American Cancer Society to encourage smokers to 'set the date' to quit. The 2009 Great American Smokeout date is November 19.

The store offers an unparalleled opportunity for the public to examine 30 years of point-of-sale marketing of tobacco products. Cigarettes account for one-third of all cancer deaths. The cigarette manufacturers spend billions annually promoting their products with the intention of attracting new consumers and retaining those already hooked on nicotine. "The sad reality is most of the new consumers attracted to use tobacco will be teens and young adults who will quickly find themselves addicted to a product that, when used as intended, will kill half the users," said Alan Blum, MD, director of the University of Alabama Center for the Study of Tobacco and Society. "The vast majority of the money spent on tobacco marketing is in retail stores today. These in-store promotions are carefully crafted to attract new tobacco users and maintain the addiction of those who smoke."

The 12' by 16' "cancer and drug store" installation was brought to the Buffalo Museum of Science to raise awareness of how the tobacco industry has used its vast resources and marketing skills in alliance with retail stores to sell tobacco. Dr. Blum originated the concept and design of the store which is stocked with thousands of advertising signs, sports bags, lighters, ash trays, shirts, hats, caps, cups and other disease-promoting items distributed by tobacco companies over the past three decades. The installation debuted in June at the National Conference on Tobacco Or Health in Arizona.

K. Michael Cummings, PhD, Chair of the Department of Health Behavior at Roswell Park Cancer Institute, continues, "I hope that the installation will open up people's eyes about what the tobacco companies have made commonplace in our community. We have thousands of stores in our region that sell tobacco products and virtually all have colorful displays that make smoking look glamorous, sexy and cool. However, what the tobacco companies fail to say is that their products are more likely to make the users poor, sick and dead."

-MORE-

-Cancer Store, pg 2-

The recently enacted Family Smoking Prevention and Tobacco Control Act gave the U.S. Food and Drug Administration (FDA) regulatory authority over tobacco products. Under the new guidelines, local municipalities now have authority to set their own standards for advertising in retail outlets.

Western New Yorkers who would like to encourage stores that sell tobacco to clean up their act and stop selling cigarettes can make their views known by visiting <http://tobaccoretailer.org>.

Store visits are included with museum admission and will be available during regular museum hours, which are Wednesday 10:00am to 6:00pm and Thursday through Sunday 10:00am to 4:00pm. General admission to the Buffalo Museum of Science is \$7 adults (19-61); \$6 seniors (age 62+); \$5 students with school ID and children over 3; and free for members and children under 3.

The Erie-Niagara Tobacco-Free Coalition, established in 1993 and located at Roswell Park Cancer Institute, Buffalo, NY, is part of the New York State Tobacco Control Program. The Coalition is dedicated to reducing the risk of cancer, heart, lung and other tobacco-related diseases in Erie and Niagara Counties by decreasing tobacco use and exposure to secondhand smoke. Over 30 health and service agencies are members of the Coalition.

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The Buffalo Museum of Science is the non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. The Museum also operates Tiff Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land and seasonally sponsors archaeological exploration at the Hiscock Site in nearby Genesee County, NY, one of North America's richest Ice Age sites.

For further information on the Museum and its upcoming activities, call 716-896-5200 or visit www.buffalomuseumofscience.org.