**– MEDIA ADVISORY –**

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# NATIONWIDE COMMUNITY OF VAPERS JOIN HANDS TO SAVE LIVES

**WHAT**: Hundreds of vapers joined hands to build a wall to protect a billion lives; to bring awareness for “[A Billion](http://www.abillionlives.com/) [Lives,](http://www.abillionlives.com/)” a true story of the vaping revolution and tragic corruption leading to an estimated unnecessary billion deaths around the world caused by smoking related illnesses. These demonstrations are part of [Hands for a Billion Lives,](http://www.handsforabillionlives.com/) a national campaign to encourage everyone – vapers, smokers, non-smokers and non-vapers, as well as elected officials – to see the film while sending a message to Congress to support federal legislation that will keep vapor products on the market. Hands For A billion Lives was joined by Matt Bradley of “The Dealiest Catch and actor Eric Roberts who said, "As a smoker for nearly 30 years, I am so pleased to finally be part of the solution. The Billion Lives Movie brings to the fore, the profound importance of this movement. And "the hands" ceremony was a gloriously fitting tribute to the memory of the lives lost, and the spirit of the lives that will be saved by this worthwhile mission. I am honored to have played a small role, in something so meaningful." Eric Roberts “Hands for a Billion Lives was nationally recognized on Saturday, October 22, when thousands of participants in cities across the country (and countries abroad, joined hands at precisely 2:22 p.m. local time, to symbolize a protective barrier to protect the billion lives estimated to die because of smoking-related disease this century.

**WHO**: Organized by Schell Hammel and volunteer leaders all around the country, contact the media contact listed here for the leader in your target area.

# WHEN/

**WHERE**: **Saturday, October 22, 2016**

**WHY**: As of August 8, 2016, the Food & Drug Administration started regulating the vaping community and only those who go through a lengthy and costly approval process will survive. The new regulatory landscape set forth by the FDA has created an enormously cost-prohibitive environment for manufacturers to market their products to adult smokers and vapers and will largely hand the market over to only large manufacturers, such as big tobacco. These small businesses provide an aspect that the FDA has ignored, the support and education needed to remain successful, and if closed down, potentially millions of adult vapers will return to smoking. and thousands of small businesses will be shut down, putting an estimated 37K to 57K employees out of work. The Movie “A Billion Lives” is a documentary movie that premieres in Hollywood on October 26th, 2016. ([www.abillionlives.com](http://www.abillionlives.com) for more info). Unless Congress acts to change the 2007 date, which will allow for the rest of the FDA regulations to continue to be applied, A billion lives will be lost this century.

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