

[Save Lives California](#)  
For Immediate Release  
February 4, 2016

Contact: Mike Roth  
[916-444-7170](tel:916-444-7170)

## **Sierra Club Joins Unprecedented Coalition to Save Lives, Prevent Teen Smoking**

*Environmental organization joins a broad campaign to protect Californians  
from major public health consequences of smoking*

SACRAMENTO, CA — Sierra Club, the nation's largest and most influential grassroots environmental organization, is the latest organization to join the Save Lives California campaign to help pass the California Healthcare, Research and Prevention Tobacco Act of 2016. This important voter initiative will save lives and prevent teen smoking by increasing California's tobacco tax by \$2 a pack.

"The Sierra Club is proud to join the Save Lives campaign's unprecedented coalition targeting tobacco. As an environmental organization, we look forward to partnering with health advocates to help smokers quit and protect teens from tobacco, a pollutant with major public health consequences," said Kathryn Phillips, director of Sierra Club California. "Our active participation in the Save Lives campaign is squarely within the Sierra Club's mission to prevent premature deaths and the health consequences of smoking."

Sierra Club joins the California Medical Association, the American Heart Association, the American Lung Association, the American Cancer Society Cancer Action Network, the California Dental Association, philanthropist Tom Steyer, and many others to support the Save Lives California campaign and pass the California Healthcare, Research and Prevention Tobacco Act of 2016.

Smoking is the number one cause of preventable death in our state, killing 40,000 Californians annually. Studies show that for every 10 percent increase in the cost of a pack of cigarettes, youth smoking drops by up to 6.5 percent.

###

Paid for by Save Lives California, a coalition of Doctors, Dentists, Health Plans, Labor, Hospitals, and Non-profit Health Advocate Organizations.  
Major funding by California State Council of Service Employees Issues Committee and California Hospitals Committee on Issues, (CHCI)  
Sponsored by California Association of Hospitals and Health Systems (CAHHS).