

Through with Chew Week 2007 Wawa Black Rose Campaign

Valentines Day 2007 was the setting for a dark expressive mock secret admirer letter from the Tobacco industries to high school students across Wawa. Committee members from the AYAA Allumez!Abandonnez! chose this unique way to get their message across to their peers on how the tobacco industry markets their products to youth. A black rose accompanied the letters. Activities were capped off with a Mr. Gross Mouth chew tobacco display at the local high school.



To my dearest love,

We've known each other a long time. Your entire life I've been watching you from afar. Now that you're getting older I want to tell you how I feel.

I want you, I need you. I will spend billions on you. Actually, I already have. You don't realize it, and that is my secret. Hopefully you will give in to my charm, and together we will be everything you want to be.

People say that I'm no good for you, and that I have an addictive personality. They say I've killed half the people I've made friends with. But I haven't hurt you.....yet.

What do you have to worry about; after all, it's only me.

Can't wait to have you in my grip,

The Tobacco Industry

