



**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**

RIGHTS4VAPERS LAUNCHES NATIONAL TOBACCO HARM REDUCTION MONTH

(Ottawa, Ontario) May 3, 2022 – The media are invited to attend the launch of National Tobacco Harm Reduction month in Ottawa.

Ottawa-area vapers and supporters will gather to hear MP Philip Lawrence introduce the record in the House of Commons the petition that over 11,000 Canadians signed to oppose the proposed ban on flavoured vapour products.

DATE: May 4, 2022

TIME: 2 p.m. – 5 p.m.

LOCATION: 3 Brewers Sparks, 240 Sparks Street, Ottawa, ON K1P 6C9

National Tobacco Harm Reduction month aims to raise awareness of the importance of tobacco harm reduction and demonstrate how vaping can be a game changing tool in the battle for many to quit smoking. Every year, over 48,000 Canadians die of smoking related diseases. Zero die of vaping.

Throughout May, Rights4Vapers will be hosting a series of events to educate people on why vaping is a forgotten but important element of tobacco harm reduction.

Representatives from Rights4Vapers will be available for interviews.

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About Rights4Vapers

Rights4Vapers is an organization of vaping advocates dedicated to the advancement of Canadian based research on vaping. Dr. Chris Lalonde is an academic advisor. Rights4Vapers is the voice of Canadian adult vapers, 98 percent of whom are former smokers.

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