

# WHAT IS TRU?



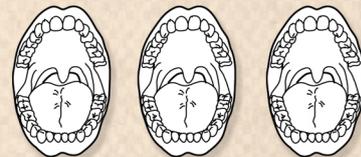
It's North Carolina's youth-led movement that has helped bring our state's teen smoking rates to the lowest on record. TRU stands for Tobacco.Reality.Unfiltered. And our name says a lot about us — we bring home the reality of tobacco use and are on our way to creating the state's first tobacco-free generation. There are thousands of teens already on board, and we're hoping you'll join us.

# WHAT DOES TRU DO?



The TRU movement rallies teens to take a stand against tobacco and get the message out there in any way possible, whether it's through a statewide TV commercial, encouraging local businesses to go tobacco-free, or a "cigarette butts pick-up" in their hometowns.

# HOW CAN I BE TRU?



**BE  
TRU**

**TAKE THE  
PLEDGE**

There are lots of ways to become an official member of our state's tobacco-free movement. Here are a few steps to get you started:

**Be TRU.** Prove you're on board with the cause by signing the pledge to be TRU. Just go to [realityunfiltered.com](http://realityunfiltered.com) and join the thousands of tobacco-free signatures that have come before you.

**STAY  
TRU**

**SPREAD THE  
MESSAGE**

**Stay TRU.** Stand up and spread the tobacco-free message. Talk about it, blog it, wear it. You can find plenty of tools to help at [realityunfiltered.com](http://realityunfiltered.com).

**LIVE  
TRU**

**GET  
INVOLVED**

**Live TRU.** Ready to really get involved? Join a TRU team of teens and start making a difference in your hometown (bonus: we have fun in the process). To contact the team leader nearest you, visit [realityunfiltered.com](http://realityunfiltered.com).

**MAKE A TRU CHANGE AT**



**[realityunfiltered.com](http://realityunfiltered.com)**

