



# GASP

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### Global Advisors on Smokefree Policy Awarded \$50,000 from the CVS Health Foundation and Campaign for Tobacco-Free Kids to Reduce Youth Tobacco Use in New Jersey

Summit, NJ– March 16, 2016 – Global Advisors on Smokefree Policy (GASP) today announced that it has been awarded a \$50,000 grant from the CVS Health Foundation through its partnership with the Campaign for Tobacco-Free Kids (CTFK) from its “Making the Next Generation Tobacco-Free” grant program. This announcement coincides with [Kick Butts Day](#), the Campaign for Tobacco-Free Kids’ day of activism that empowers youth to stand out, speak up and mobilize their communities.

The [\\$50,000 grant awarded to GASP](#) is part of a five-year, \$5 million partnership with the Campaign For Tobacco-Free Kids and CVS Health. The new grants are part [of Be The First, CVS Health's \\$50 million, five-year initiative](#) to help deliver the nation’s first tobacco-free generation, and advance the company’s ongoing commitment to help people lead tobacco-free lives.

“Over the past year, we’ve seen the positive impact our partnership with CTFK has made on reducing youth tobacco use in our communities,” said Eileen Howard Boone, President of the CVS Health Foundation. “That’s why we’re so excited to award the second round of grants to organizations like GASP who are dedicated to educating young people about the dangers of tobacco and who share our commitment to helping deliver the first tobacco-free generation.”

“We are thrilled to be selected as a recipient of this prestigious grant,” shared Karen Blumenfeld, Esq., Executive Director of GASP. “59,500 high school students still smoking in New Jersey. This grant from the CVS Health Foundation and CTFK will support GASP’s efforts to continue raising tobacco awareness, prevention and educational advocacy for youth in our local communities, and will help to reduce the number of youth who smoke.”

**About GASP:** GASP is a 40-year old non-profit that tracks laws and policies on tobacco-free living and smokefree environments providing technical assistance on emerging trends in tobacco control policy. Learn at [www.njgasp.org](http://www.njgasp.org) and our [Facebook page](#).

**About CVS Health:** CVS Health is a pharmacy innovation company helping people on their path to better health. Through its approximately 9,600 retail pharmacies, more than 1,100 walk-in medical clinics, a leading pharmacy benefits manager with more than 75 million plan members, a dedicated senior pharmacy care business serving more than one million patients per year, and expanding specialty pharmacy services, the Company enables people, businesses and communities to manage health in more affordable and effective ways. This unique integrated model increases access to quality care, delivers better health outcomes and lowers overall health care costs. Find more information about how CVS Health is shaping the future of health at <https://www.cvshealth.com>. Mary Alfieri, [mary.alfieri@cvscaremark.com](mailto:mary.alfieri@cvscaremark.com), (401) 770-9811.

**About the Campaign for Tobacco-Free Kids:** [CTFK](#) is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. Our vision: A future free of the death and disease caused by tobacco. We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.