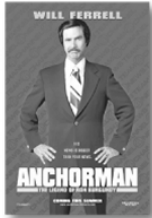


[One in a Series]

SINCE 1997, CALIFORNIA ADOLESCENTS HAVE HAD A PERFECT RECORD PICKING HOLLYWOOD'S WINNERS AND LOSERS. (NOW YOU TRY.)



Smoking Smokefree



Smoking Smokefree



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For thirteen years, Sacramento-area teens have hosted the Hackademy Awards. The event spotlights two movies every year. A blockbuster that helped enrich the tobacco industry (thumbs down). And a popular film that left audiences physically unharmed (thumbs up).

For the past two decades, most wide-release films featured tobacco. But the balance has been steadily shifting. In 2009, for the first time, 51% of films were 100% smokefree.

At left are 24 past Hackademy winners. Twelve pushed smoking; twelve did not. Mark your ballot which was which. If you can't recall, maybe smoking clichés aren't really crucial to youth-rated films.

Make your picks. Answers online.



Check your smoking/smokefree ballot at www.smokefreemovies.ucsf.edu/ourads. To see who won the 2009 Hackademy Awards, presented by Breathe California, visit www.sacbreathes.org/hacks.



SMOKE FREE MOVIES

SmokeFreeMovies.ucsf.edu

SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free Movie policies—the R-rating, certification of no payoffs, anti-tobacco spots, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, AMA Alliance, American Academy of Pediatrics, American Heart Association, American Legacy Foundation, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Campaign for Tobacco-Free Kids, LA County Dept. of Health Services, New York State Dept. of Health, New York State PTA, and many others. Visit our web site or write: Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.