1. **Media Pitch (for email and cold calls on web platforms):**

**Subject: WNTD 2025: Global Youth Demand Accountability from the Tobacco Industry**

Hi [Editor Name],  
[Media Name]  
[Country/Region]

May 01, 2025

This World No Tobacco Day (May 31, 2025), youth from over 40 countries are flipping the script on the tobacco industry. Under the banner of Global Youth Voices, a movement representing global youth coalitions and organizations that seek to make the tobacco industry pay for the harms caused to the planet and its people, we’re launching a bold new campaign:  
“Youth Expose the Appeal, Demand Tobacco Industry to Pay the Cost”—a direct response to WHO’s theme: *Unmasking the Appeal: Exposing Industry Tactics on Tobacco and Nicotine Products.*

For decades, governments have focussed on regulating tobacco and nicotine products. But this generation is asking a tougher question:

***Why aren’t the corporations that engineered youth addiction and global environmental damage being held accountable—or made to pay for it?***

This campaign unmasks how the industry has rebranded its deadly products as “modern,” “filtered,” and “flavored”—luring a new generation into lifelong nicotine addiction under the guise of style, sustainability, or harm reduction. We're not just resisting this deception—we're demanding justice.

At the heart of the campaign is a powerful youth-led [Declaration in Action](https://gyv.ggtc.world/wp-content/uploads/2025/05/GYV-Declaration-2025uploadfv.pdf), calling on governments to:

* Ban youth-appealing and novel nicotine products,
* Reject all tobacco industry greenwashing, CSR, and lobbying,
* Impose fiscal and environmental accountability—make the industry pay for the harm it causes to both human and planetary health.

We’re reaching out to offer compelling coverage opportunities for your WNTD reporting:

* Interviews with strategic, articulate youth advocates from across regions,
* Stories that reveal how “appeal” is constructed and sold to youth globally,
* Op-ed contributions and visuals aligned with the campaign launch.

This is more than a youth campaign—it’s a reckoning. A generation that refuses to inherit the cost of corporate deception is now leading the charge for accountability.

We’d be glad to share campaign materials, visuals, and connect you with young voices at the forefront of global health and justice.

Thank you for considering this for your World No Tobacco Day coverage.

Warm regards,  
[Your Name]  
On behalf of Global Youth Voices  
Convened by the Global Center for Good Governance in Tobacco Control

Contact Information: [Insert your organisation’s/spokesperson’s contact details]

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***About [Organisation]***

***About GYV***

*Global Youth Voices, a movement of youth-led organizations representing over a million of youth worldwide, seeks to make the tobacco industry pay for the harms caused to the planet and its people, not only for those in this generation but also future generations. Since 2020, GYV has raised concerns about the tobacco industry’s marketing tactics, especially for its addictive recreational products. In February 2024, GYV’s initiatives were recognized at the 10th session of the Conference of the Parties to the WHO Framework Convention on Tobacco Control. The Global Center for Good Governance in Tobacco Control (GGTC) convenes and provides technical assistance to GYV*

1. **Media Pitch (shorter version for Message/WA/DMs):**

**Subject: WNTD 2025 | Youth to Tobacco Industry: Pay for the Harm You Cause**

Hi [Editor Name],  
[Media Name]  
[Country/Region]

May 01, 2025

**Hi [Editor Name],**

Ahead of **World No Tobacco Day (May 31)**, youth from 40+ countries are launching **“Youth Expose the Appeal, Demand Tobacco Industry to Pay the Cost”**—a bold campaign aligned with WHO’s theme *Unmasking the Appeal*.

This generation is calling out the industry’s decades-long deception—from flavored, sleek products to fake environmental claims—and demanding accountability for the health and environmental damage caused.

At the center:  
✅ A youth-led [**Declaration in Action**](https://gyv.ggtc.world/wp-content/uploads/2025/05/GYV-Declaration-2025uploadfv.pdf)  
✅ A call for governments to **ban deceptive products**, **reject tobacco CSR**, and **make the industry pay**  
✅ First-hand stories from youth advocates who’ve seen the harm up close

We’d love to offer:

* Spokespersons for interview
* Op-eds, visuals, or campaign briefs
* Youth voices pushing for justice on a global stage

Let us know if you’re interested—we’d be thrilled to connect!

Best,  
[Your Name]  
Global Youth Voices | GGTCTop of Form

Contact Information: [Insert your organisation’s/spokesperson’s contact details]