



New truth® Mobile Game Graffiti Collective Delivers Creativity and Social Fun with a Side of Health Education

Washington, D.C. - June 18, 2013 - **truth**, the nation's largest youth smoking prevention campaign, today launched its latest mobile game, *Graffiti Collective*. In *Graffiti Collective*, players use their creative skills to create on-screen graffiti "Tags," "Throwies" and "Burners" that can be geo-tagged or overlaid on players' photos. The game's storyline brings people together to reclaim the streets from graffiti artists spreading propaganda. *Graffiti Collective* is available for free download on select Apple and Android devices.

"**truth** always aims to connect with teens' passions and interests, choosing initiatives and channels where we know teens and young people like to be," said Cheryl G. Heaton, DrPH, president and CEO of Legacy®, the national public health foundation that directs and funds the **truth** campaign. "With *Graffiti Collective*, **truth** reaches teens through their mobile devices with a fun, artistic and educating game app that allows young people to explore their creativity through graffiti art and then share with friends."

Graffiti Collective was inspired by a 1998 document found in Big Tobacco's files that discusses "covertly" contacting graffiti artists to ask them to paint for the companies "in key locations." In the game, players join "The Collective" (TIV) with the goal of ridding their "home turf" of "Mind Fake Inc." (MFI) - a group of graffiti artists hired to spread propaganda. **truth** has offered games on its campaign website (www.thetruth.com) since 2006, but *Graffiti Collective* marks **truth's** third mobile app in the past three years

The game invites players to interact through four main portals: Create, Battle, Explore and SprayPix.

Create:

- Players can create their own unique graffiti pieces. Players start with creating a "Tag," the most basic form of graffiti in the game.
- As players progress, they acquire different paint colors, fonts, symbols, and other cool effects that allow them to create "Throwies," "Burners" and "Free-Style" works of graffiti.

Battle:

- Using the location-awareness of mobile devices, players will be prompted to expose and eradicate MFI's lies by placing their own artwork over MFI's.
- Various missions will become available as players progress through the game. By completing these missions, players will earn "Skillz" that can be used to purchase additional graffiti fonts and paint colors.

Explore:

- Players can post the pieces they have created on any location of the map for other players to view. If they see a piece they like, they can give it "Props". "Props" give players additional "Respect" points. As players earn more "Respect", they will level up

and have access to more advanced graffiti techniques as well as additional fonts and paint colors.

Spray Pix:

- Augmented reality allows players the ability to superimpose their virtual graffiti pieces over a real-life photo. The piece appears in their viewfinder preview and they can then align it with objects in the surrounding environment. As they take the photo from within the game, the piece is merged as an overlay.
- Players can share their photos with their Facebook friends through a share button.

GAME SPECS:

The game is available for free download on iOS 4.5+ and most Android 2.2+ devices.

- For iOS 4+: iPhone 4/4S and 5; iPad 2, 3, & iPadMini.
- For Android: Will support (4) four Android versions (4.0, 3.0, 2.3, 2.2).

WEB & SOCIAL MEDIA:

As with every **truth** experience or initiative, a heavy online and interactive presence extends **truth's** messages and allows teens to share information with their friends and peers organically. Social media and interactive efforts around the *Graffiti Collective* initiative include:

- Website - <http://www.thetruth.com/games/> serves as the main website for all **truth** gaming-related initiatives. Users can see information about *Graffiti Collective*, find more information about featured artists and musicians whose music will play in the game, check the **truth** summer tour schedule, and play classic **truth** online games.
- <http://www.thetruth.com/games/graffiti-collective/> will feature art from the game, game tips and graffiti insights, downloadable music from earned game codes, and video interviews from **truth's** Artist Collective.
- Integrations and original **truth** content will also be available at branded **truth** social sites for teens and young adults to view and share, including:
 - Twitter: twitter.com/truthorange
 - Facebook: facebook.com/truthorange
 - YouTube: youtube.com/truthorange
 - Instagram: #spraytruth

INTEGRATIONS:

Complex: Street artist Jurne will demo the app and provide a video review of *Graffiti Collective*. Additionally, several Twitter personalities and media entities will hold challenges with their respective fans on who can create the best art pieces. Such personalities include: Eli Reed, Tay Jardine, Gilbere Forte, Joshua Kissi, Ashley Outrageous, Game Rant, Kicks on Fire, Highsnobiety, and Complex.

Intergi: **truth** is collaborating with professional Cosplayer Jessica Nigri and Internet sensation Joe Moses. Both personalities will create a series of videos in order to challenge their fans to interact with them via the game and their personal social feeds. Jessica has gained fame traveling to gaming conventions in various costumes. Joe Moses first rose to Internet stardom

portraying Severus Snape in Starkid Production's "A Very Potter Musical" and is an active writer and comedian in the entertainment industry.

CONTEST:

Vans Custom Culture - **truth** worked with partner Vans to add a unique element to Vans' ongoing "Custom Culture" competition. Custom Culture is a national high school shoe customization contest, where high schools from all over the U.S. compete for a chance to win money for their art programs. This year, Vans and **truth** ran an additional contest layer, where finalist schools designed skateboard decks around this tobacco industry fact: "As early as 1998, execs from one major tobacco company discussed 'covertly' contacting graffiti artists to paint for them in key locations." The contest complements **truth**'s launch of its third major mobile game, *Graffiti Collective*. For creating the most compelling design, three students and one teacher from Mountain View High School in Meridian, Idaho were honored at a celebration event on June 11th at the Whitney Museum of American Art in New York City, where the grand prize winner in the Vans Custom Culture competition was unveiled. Additionally, as the winner of the skateboard design contest, Mountain View High received \$10,000 to support school arts programs.

SUMMER TOUR:

truth's popular summer tour - now in the field for more than a decade - will include various arts and gaming-related events. The tour allows **truth** 'tour riders' the opportunity to highlight the game and give free demos of the new game directly at the **truth** truck. On tour, attendees can use the *Graffiti Collective* app to design their own tags. Participants can then choose to print out their designs on "Hello My Name is" stickers. Tour riders will visit more than 30 states this summer as part of the effort.

CREATIVE CREDITS:

The *Graffiti Collective* concept was produced by Legacy in partnership with game developer Mighty Play of San Francisco. A graffiti artist on staff at Mighty Play designed all of the fonts within the game and provided creative direction on gameplay to make the user experience authentic to the graffiti world. Engage In-Game Advertising, also of San Francisco, managed the project.

ONLINE NEWSROOM:

Media can access background information on the *Graffiti Collective* initiative, including screenshots, photos and other creative assets at: www.insidegraffiticollective.com.

BACKGROUND ON THE truth CAMPAIGN:

truth[®], launched in February 2000, is the largest national youth smoking prevention campaign and the only national campaign not directed by the tobacco industry. The campaign exposes the tactics of the tobacco industry, the truth about addiction, and the health effects and social

consequences of smoking. **Truth** allows teens to make informed choices about tobacco use by giving them the facts about the industry and its products.

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