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Special Effects Make-Up Artist Rod Maxwell
Performs Live Transformation at San Diego Comic-Con,
Saturday, July 20th

Monstrous makeover inspired by truth® youth smoking prevention mobile game

Who: Award winning special effects artist and director as well as Cinema Makeup School guest lecturer and teacher Rod Maxwell, a former contestant on Syfy's *Face Off*, will be on hand to put principles into practice as he transforms an innocent human into a scary monster!

What: Visitors to the International Children's Festival at San Diego Comic-Con can see Rod as he creates a unique "Strawberry Flavor Monster" transformation. In a process that can take 4-6 hours, watch makeup impresario Maxwell take an innocent human being and turn him into a scary monster through the magic of makeup, prosthetics, sculpting and design.

The Flavor Monster transformation is inspired by a mobile game created by **truth**® – the nation's largest youth smoking prevention program. Developed as part of a comprehensive campaign to reach teens and young people about the dangers of flavored tobacco products, the Flavor Monsters game transports users into a not-too distant future where "flavor monsters" – representing the added flavors in tobacco – are attacking Earth. Players work to defeat these monsters, thereby stopping the monster invasion. Visit <http://www.thetruth.com/games/flavor-monsters/> to learn more.

Rod previously performed this magical transformation at New York Comic Con, but now you can see it for the first time in San Diego! Visit <http://www.thetruth.com/art/flavor-monster-transformation/> to see how the process works.



Where: Comic-Con International: San Diego
Exhibit Hall, Cinema Makeup School - Booth #4839

When: Saturday, July 20 from 2-7 p.m.

How: Media interested in covering Rod Maxwell's demonstration are asked to contact **truth's** media relations reps: Patricia McLaughlin (202-550-2497, pmclaughlin@legacyforhealth.org), Michael Joshi (202-436-5585, mijoshi@legacyforhealth.org), or Michael Meyers (925-785-8450, michael@mmp.com)

ABOUT SAN DIEGO INTERNATIONAL CHILDREN'S FILM FESTIVAL

The 10th annual San Diego International Children's Film Festival takes place in July and August 2013. The festival will screen more than 100 short films and animation from around the world 1 at Comic-Con International and at the Carlsbad City Library, with more exciting venues announced soon. Screenings are free for everyone. Visit www.sdchildrensfilm.org

ABOUT TRUTH

truth[®] 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** gives teens facts and information about the tobacco industry and its products, allowing them to make their own informed choices about tobacco use. Research-proven as an effective public health intervention, the campaign is credited with keeping hundreds of thousands of teens from starting to smoke. To learn more, visit www.thetruth.com. **truth** is directed and funded by Legacy, a national public health foundation located in Washington, D.C. Legacy was created as a result of the November 1998 Master Settlement Agreement (MSA) reached between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more about Legacy's life-saving programs, visit www.LegacyForHealth.org.

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