



KEEP IT FRESH.  
LIVE TOBACCO-FREE.

## **National Campaign**

The Fresh Empire Campaign is a government funded grant to promote non tobacco use for youth between the ages of 12- 17. The campaign is currently in over 20 cities in the U.S. and is expanding to 32 cities across the country. The campaign utilizes youth mentoring and peer and influencers to reduce smoking in our youth through various youth themed events to promote the message.

## **Local Campaign**

The Indianapolis market is managed by Mark Gooden and our goal is to roll out the campaign this summer with 2 to 3 monthly events over the next 18 months. Locally we will also be incorporating anti-violence themes within our events and utilizing speakers, mentors and social media to assist with the non-smoking and anti-violence message.

## **Budget**

We have a national budget of \$152 million for the entire program and \$600,000 over next 18 months for our Indianapolis campaign.

## **Tentative Events**

Fresh Empire looks to be a part of various events that take place here in Indianapolis such as Indiana Black Expo, Circle City Classic as well as creating its own event, such as;

- Anti-smoking and Anti-Violence Block and Pool Parties
- Back to School events including backpack giveaways and free haircutting events
- Establishing a presence at large concerts and events where youth will be present (eg. Klipsch Center, Expo, State Fair)

## **Jobs for Youth**

The creation of 40 new jobs and internships for young adults between the ages of 16 – 26. Jobs will pay between \$12 and \$20 per hour based on talent and experience. Employees will assist with setting up and working events and promoting the Fresh Empire brand.

## **Request for the City:**

- Help in securing locations in Indianapolis parks through Indyparks.
- City support letter to utilize when securing community center and venue locations.
- IMPD presence at various events to help build better relations between youth and IMPD
- Assistance with establishing a relationship with IPS to have Fresh Empire events.