

PITCH THE PEN

#StopLiquidLies



RAZE COMMOTIONS
FEBRUARY 3, 2020

E-CIG COMPANIES ARE SPREADING LIES ABOUT THE RISKS ASSOCIATED WITH USING THEIR PRODUCTS. EXPOSE THEIR DECEPTION BY SHOWING THEM THERE'S ONLY ONE PLACE THOSE LIES BELONG—IN THE TRASH!

- 1. Make a fake vape pen and find a trashcan.** Head over to RAZE's YouTube page to watch a video tutorial or get inspired.
- 2. Make a trick shot video showing off how you pitch the pen.** The more creative and seemingly impossible the toss the better! Consider sharing some facts about e-cigarettes in your video to help dispel the lies.
- 3. Share your video(s) and tag with #StopLiquidLies.** We will be watching for your videos on Instagram, Twitter, and Facebook using #StopLiquidLies. Be sure to follow RAZE so we can see your posts!
- 4. Get your friends to like and share your video(s).** We're awarding swag to the most liked video and RAZE judges' favorite videos for most creative toss and longest pitch.

RAZE
tear down tobacco lies.