

Trinkets & Trash

Artifacts of the Tobacco Epidemic

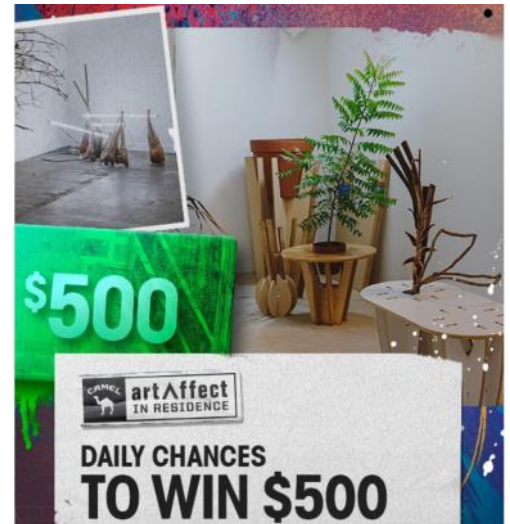
Surveillance Update - January 2021

Trinkets & Trash is a surveillance project and archive that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels. Visit us online at trinketsandtrash.org. If you have examples you'd like to share, e-mail us at trinketsandtrash@sph.rutgers.edu. To join our mailing list, click [here!](#)

Tobacco Updates

Get creative with Camel: Camel's artAffect project has been around a while, and they've recently featured a new collaboration on their website. The newest Big Build renovation happening in Miami, FL features "a fully sustainable recycled water irrigation system" and "a revitalized garden space, transformed into a living, breathing work of art." In a video on the website, the curator spoke about providing a space to support "underserved and underrepresented communities" in the urban wasteland location. The gallery-garden has been described and promoted by emails as well, focusing on artists who create [plant sculptures](#) and paintings with [butterfly biology](#). This month, the brand [offered 500\\$](#) to a winner for the purpose of furthering their artistic goals.

Stronger with American Spirit: American Spirit has continued their inspirational environmental messaging into 2021 with a new "Stronger Together" slogan introduced in an [email](#) and on the brand website. They reaffirm their goal to help recycle a half-billion cigarette butts by 2025 and continue working with grassroots organiza-



tions across the country. While no new projects have been announced, the email directs people to the website section where they can learn more about the brand's pioneering of organic tobacco farming, the butt recycling initiative, and get eco-friendly tips for home and community.

And cozier with Marlboro: Marlboro reminded everyone via [email](#) that "adventure doesn't hibernate" and showed us what's happening in a new website section called Winter on the Ranch. A short video and facts about Ranch life during the cold season warmed people up to the idea of winter adventures, and an article added some tips about cold-weather camping on your own. For flavorful fun, the section featured several recipes, like mulled wine, hearty stew, and delicious things to cook over the campfire. Don't forget to build your DIY firepit first, instructions included!



Keep in Touch with Trinkets and Trash!

Tell us about any tobacco marketing we've missed

Contact us at trinketsandtrash@sph.rutgers.edu and stay in touch!

We're also active on Twitter! Follow us at: [@trinketsantrash](https://twitter.com/trinketsantrash)