

Trinkets & Trash

Artifacts of the Tobacco Epidemic

Surveillance Update - May 2020

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

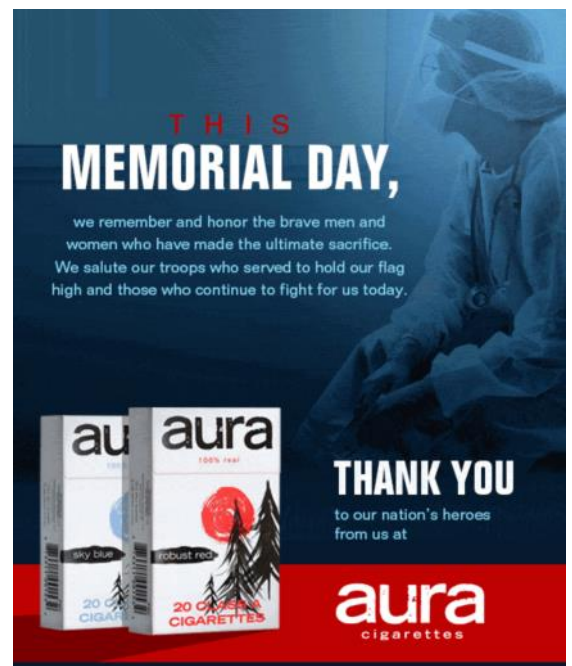


Honoring our heroes: veterans, moms, and... fishermen? The end of May brought Memorial Day, but all throughout the month, brands were eager to celebrate America's greatest heroes. Earlier in the month, *Grizzly* gave fans several reasons to [listen to their mother](#) for Mother's Day, one being that she "can grow a better beard than you, chooses not to." While promoting their newest sweepstakes, *Grizzly* also introduced [Project Reel Hero](#) and asked Reel Heroes to take the Pledge – to renew their state fishing licenses.

Copenhagen started a charity campaign called [Work For Home](#), with a pledge to donate a million dollars "to charitable organizations helping keep the place we all call home up and running." As a reward for their customers' loyalty, a heroic deed in itself, the brand also sent out an [email offer](#) for a

buy one-get one free can coupon as part of their project. *Red Seal* sent a reminder to claim one of their [free metal lids](#) honoring "Everyday Heroes," which feature images of construction workers, miners, policemen, and others.

Various brands sent messages thanking veterans for their service this Memorial Day. *Cheyenne* cigars didn't forget to include some cigar packs of [festive colors](#) in their email. *Timber Wolf*, *Red Man*, and *Longhorn*, all brands under Pinkerton Tobacco Co., sent simple notes of thanks with images of armed forces. Most interestingly, *Aura* cigarettes sent [an email](#) that thanked "those who continue to fight for us today," with a rotating [image](#) that includes a person in full medical isolation gear, including mask and face shield, perhaps alluding to healthcare workers in the current COVID-19 pandemic.



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!

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