

# PRESS RELEASE



Tobacco Harm Reduction Association of  
Canada

*Invitation to founding conference of the Global Nicotine  
Forum*

**Toronto, June 13, 2016:** Tobacco Harm Reduction Association of Canada ("THRA") today announced that after months of discussions and planning it will attend the third annual Global Forum on Nicotine Conference to be held in Warsaw Poland this coming June 16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup>. Two of the highlights of this year's conference will be the establishment of an international network or coalition of nicotine consumer organizations with Canadian consumers represented by THRA. Also the conference delegates will screen the European premiere of the critically acclaimed documentary "A Billion Lives". <https://gfn.net.co>

The Global Forum on Nicotine Conference was begun to bring science and policy making together. The context was "that the science and understanding of nicotine is rapidly changing. The arrival of new nicotine delivery systems, along with other lower risk alternatives to smoking, has forced rapid changes in nicotine science, public understanding, and the regulatory landscape. This has implications for many sectors including consumers, researchers, regulators, public health, tobacco control, policy analysts, and industry. The conference was designed to facilitate discussion across sectors."

"THRA is thrilled to be representing Canadian consumers at the Third Annual Global Forum on Nicotine Conference in Warsaw Poland later this month. This is recognition, on the world stage of THRA's exclusive focus on consumer issues, the outstanding work of THRA's Board of Directors, all of whom are volunteers, and in particular Ray Yeates a founding member of THRA. Ray has single-handedly expanded THRA's reach and his personal contacts around the world have made Canada's participation in the formation of this international coalition possible." Remarked Jacques Huot, Chair of THRA.

Representing THRA at the conference will be Robert Innes a member of THRA's Board of Advisors. "I'm honoured and excited to be representing THRA and Canadian Vaping consumer and am looking forward to a very productive conference. We are at the beginning of a long battle: A fight by ordinary members of the public against the combined might of multi-billion dollar industries and entrenched attitudes."

Reports and interviews will be posted on THRA's Facebook and webpage at <http://thra.ca> throughout the duration of the conference.

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