

Headline: Join **ORGANISATION** and World Vapers' Alliance to celebrate World Vape Day

ORGANISATION is excited to join World Vapers' Alliance in celebrating World Vape Day, an annual event that brings together the vaping community worldwide to celebrate harm reduction.

World Vape Day is taking place on 30 May 2022, one day before the WHO's World No Tobacco Day. The choice of the date is not coincidental and is chosen precisely to showcase that vaping and other harm reduction tools are one of the most efficient ways to help smokers quit.

The World Vape Day's program will feature conversations with the harm reduction experts Dr. Colin Mendelsohn, Founding Chair of Australian Tobacco Harm Reduction Association, Prof. Bernhard Mayer, professor of Pharmacology and Toxicology at the University of Graz, and Carmine Canino, president of ANPVU among others.

SAMPLE QUOTE *"We are excited to join World Vapers' Alliance to celebrate all the positive effects of vaping together on World Vape Day. It is an amazing opportunity for us to tell the policymakers that vaping saves lives."*

The event will be streamed live worldwide on Monday 30th May starting at 6PM CET. More details about the program can be found here: www.worldvapersalliance.com/world-vape-day