



Client:	TFK
Format:	Radio :60
Title:	"Idaho Reasons"
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SOUND EFFECTS	VOICE OVER
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<p>Voice talent: Trustworthy and earnest voice with music underneath.</p>	<p>Idaho... How many reasons do we need to raise the tobacco tax?</p> <p>Would you raise it by one dollar and twenty five cents if it will prevent more than 12,000 Idaho kids from becoming smokers?</p> <p>Would you raise the tobacco tax if it will lower our state's health care costs?</p> <p>Would you raise it if it will save thousands of lives?</p> <p>Absolutely. Because raising the tobacco tax is a simple action with powerful results. That's why over two-thirds of Idaho voters support it.</p> <p>Think about it. Raising the tobacco tax by one dollar and twenty five cents not only keeps kids from smoking, but saves money by reducing health care costs.</p> <p>So Idaho... how many more reasons do we need? Saving lives and reducing healthcare costs is a win-win for our state.</p> <p>For more information visit saveidahokids.org. That's saveidahokids.org.</p> <p>Paid for by the Robert Wood Johnson Foundation.</p>