

# LIES FLY DAY

#StopLiquidLies



**RAZE COMMOTIONS**  
OCTOBER 1-31, 2019

## PLACE YOUR SEATBACK IN ITS UPRIGHT POSITION AND HELP DEMONSTRATE HOW FAR LIES ABOUT E-CIGARETTES CAN TRAVEL.

- 1. Determine where and when departure time is.** Choose whether to host an event at a certain time and place (consider outdoors or areas with enough space to throw the planes) or let individual Crews/ participants go off on their own to create and record their planes and flights.
- 2. Engineer some awesome.** Create a paper airplane from a sheet of 8.5x11 standard white paper. You can also use scissors and adhesives/tape. The more creative and out-of-the-ordinary the better!
- 3. Choose the lie you want to let fly.** Include a common lie/misconception about e-cigs written or decorated on each plane in cool and creative ways. Visit [RAZEWV.com](http://RAZEWV.com) and view our educational e-Cig fact sheet for some common lies.
- 4. Toss. Record. Share.** Press record on your phone, read off the lie that you've put on your plane, and then let it fly. Share your video(s) on Instagram, Facebook and Twitter with #StopLiquidLies. Be sure to follow RAZE so we can see your post!
- 5. Get your friends to like and share.** We're awarding swag to the most liked video and RAZE judges' favorite flights in these categories: most hang-time, longest flight, and funkiest design.

**RAZE**  
tear down tobacco lies.

# PITCH THE PEN

#StopLiquidLies



**RAZE COMMOTIONS**  
FEBRUARY 3, 2020

**E-CIG COMPANIES ARE SPREADING LIES ABOUT THE RISKS ASSOCIATED WITH USING THEIR PRODUCTS. EXPOSE THEIR DECEPTION BY SHOWING THEM THERE'S ONLY ONE PLACE THOSE LIES BELONG—IN THE TRASH!**

- 1. Make a fake vape pen and find a trashcan.** Head over to RAZE's YouTube page to watch a video tutorial or get inspired.
- 2. Make a trick shot video showing off how you pitch the pen.** The more creative and seemingly impossible the toss the better! Consider sharing some facts about e-cigarettes in your video to help dispel the lies.
- 3. Share your video(s) and tag with #StopLiquidLies.** We will be watching for your videos on Instagram, Twitter, and Facebook using #StopLiquidLies. Be sure to follow RAZE so we can see your posts!
- 4. Get your friends to like and share your video(s).** We're awarding swag to the most liked video and RAZE judges' favorite videos for most creative toss and longest pitch.

**RAZE**  
tear down tobacco lies.



# TRUTH, DARE & LIQUID LIES

**#StopLiquidLies**

**RAZE COMMOTIONS**  
MARCH 1-31, 2020

**TOBACCO COMPANIES LOVE TO SPREAD MISINFORMATION AND CLOUD THE TRUTH. JOIN IN RAISING AWARENESS ABOUT THE DANGERS OF E-CIGS BY BECOMING THE ULTIMATE LIE DETECTORS.**

- 1. Visit [RAZEWV.com](http://RAZEWV.com) to download the Truth, Dare & Liquid Lies game.** We've created a templated Truth, Dare & Liquid Lies card game that you can print off and use. You just need some scissors to cut out the cards.
- 2. Pick a time and place to host a Truth, Dare & Liquid Lies game.** Consider your play setting as the game may have you performing acts that require lots of space, physical activity, or room to do...strange and embarrassing things.
- 3. Host your event, play the game, and keep a camera ready to capture and share the fun.** Share photos of your Crew performing the truths and dares on Instagram, Facebook, and Twitter with the [#StopLiquidLies](https://twitter.com/StopLiquidLies). The most liked post, most commented on post, and funniest truth/dare response will all win swag. Be sure to follow [RAZE](https://twitter.com/RAZE) so we can see your posts.

#### REUSE FOR RECRUITMENT

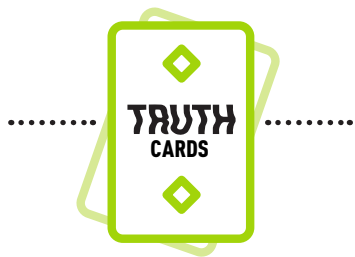
Use this as a great ice-breaker at a LET'S GAME NOT SHAME recruitment event.

**RAZE**  
tear down tobacco lies.

# TRUTH, DARE & LIQUID LIES CARD GAME

# RULES

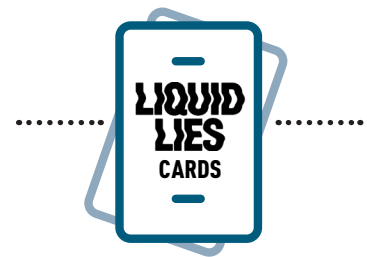
1. Print out this PDF. Make sure your printer settings are set to 'Two-sided/print on both sides.'
2. Cut out the cards along the indicated lines.
3. For best results, try to play with a group of 6-8+ players.
4. Sit in a circle or group area.
5. Choose the order of play (draw straws, spin a bottle, flip a coin, etc.)
6. Cut out the cards from the following pages and create three card stacks for players to draw from: Truth Cards, Dare Cards, and Liquid Lies Cards.
7. Each turn, one player will draw from either the Truth Card stack or the Dare Card stack, their choice. After drawing, they must read the card to the group. If the player decides they do not want to perform the action requested on the card, they must return the card to the deck, shuffle it, then draw a Liquid Lies Card and follow its instructions.



These cards contain three questions. After the player draws one and reads each question on the card aloud, the group must agree on which question the player will answer truthfully (sorry, players—no getting off easy.)



These cards ask the player to perform an action or dare. All dares are encouraged to be recorded and shared on social media with **#StopLiquidLies** and **#TruthDareLiquidLies**



These cards contain common myths and lies spread by e-cigarette companies about the dangers of their products.

If a player chooses one of these cards, they have to snap a photo of the card and post it to social media to help **#StopLiquidLies**. Don't have social media/smartphone? Get a friend to help you post to their account or you can email the photo to your contacts.

**TRUTH**

**TRUTH**

**TRUTH**

**TRUTH**

# TRUTH

(CHOOSE ONE)

What's your biggest weakness?

After you eat Oreos, how many Oreos are left in the package?

Would you rather be chased by one 100-lb. naked mole rat or one hundred 1-lb. naked mole rats?

**TRUTH, DARE  
& LIQUID LIES**



# TRUTH

(CHOOSE ONE)

Have you ever returned clothing after wearing it?

Do you know your best friend's phone number by heart?

What is your worst habit?

**TRUTH, DARE  
& LIQUID LIES**

# TRUTH

(CHOOSE ONE)

What was the first online username/gamertag you had?

What was the last thing that made you jealous?

What's the last thing you've regretted doing?

**TRUTH, DARE  
& LIQUID LIES**

# TRUTH

(CHOOSE ONE)

What is a movie most people dislike but you secretly love?

If you could live in any TV show world, which one would it be and why?

If a movie was being made of your life, what actor or actress would play you?

**TRUTH, DARE  
& LIQUID LIES**

**TRUTH**

**TRUTH**

**TRUTH**

**TRUTH**

# TRUTH

(CHOOSE ONE)

What's your DJ name? (last action you did + the street name of your house)

Example: DJ Laughing Deerhead

What topic could you give a TedTalk on without any preparation?

What subject should be taught in school but is not?

## TRUTH, DARE & LIQUID LIES



# TRUTH

(CHOOSE ONE)

You have an itch on your bum, a booger in your nose, and sleep in your eye. Which do you take care of if you can only pick one?

What's one superpower you would definitely not want, and why?

What is your favorite song by your least favorite artist?

## TRUTH, DARE & LIQUID LIES

# TRUTH

(CHOOSE ONE)

What's one thing you know more about than most people?

What's a skill or talent you have that no one knows about?

What grocery store item would be your spirit animal?

## TRUTH, DARE & LIQUID LIES

# TRUTH

(CHOOSE ONE)

On a scale of I to Kanye, how much of a narcissist are you?

If you could instantly download one real-life skill like Neo does in the Matrix, where he's all like, "I know Kung Fu," what skill would it be?

You're granted the power of invisibility for 10 hours. What would you do during that time?

## TRUTH, DARE & LIQUID LIES



**TRUTH**

**TRUTH**

**TRUTH**

**TRUTH**

# TRUTH

(CHOOSE ONE)

What does your mouth taste like right now?

Do you crumple or fold your toilet paper?

What breakfast cereal has had the biggest influence on your life?

**TRUTH, DARE  
& LIQUID LIES**



# TRUTH

(CHOOSE ONE)

If you had a third ear, where would you put it and why?

If the headline "Celebrity outed as alien" appeared, who would you expect it to be about?

What's something extremely popular that you can't stand?

**TRUTH, DARE  
& LIQUID LIES**

# TRUTH

(CHOOSE ONE)

When eating hard-shelled tacos, do you turn the taco sideways or tilt your head sideways to eat it?

If you could eat only one food for the rest of your life, where would you store all the Doritos?

If you could remove one color from the world forever, which would it be and why?

**TRUTH, DARE  
& LIQUID LIES**

# TRUTH

(CHOOSE ONE)

What's the most embarrassing thing you've ever done out of peer pressure?

Your best friend is now nicknamed after the last show you watched. What are they called?

Would you rather cook for Gordon Ramsay or sing for Simon Cowell?

**TRUTH, DARE  
& LIQUID LIES**

**TRUTH**

**TRUTH**

**TRUTH**

# TRUTH

(CHOOSE ONE)

What's your plan for a zombie apocalypse?

What is the last thing you searched for on your phone?

What's one thing you know more about than most people?

## TRUTH, DARE & LIQUID LIES



# TRUTH

(CHOOSE ONE)

What's your DJ name? (last action you did + the street name of your house)  
Example: DJ Laughing Deerhead

What is a movie most people dislike but you secretly love?

What was the first online username/gamertag you had?

## TRUTH, DARE & LIQUID LIES

# TRUTH

(CHOOSE ONE)

If you could instantly download one real-life skill like Neo does in the Matrix, where he's all like, "I know Kung Fu," what skill would it be?

What is your worst habit?

Would you rather be chased by one 100-lb. naked mole rat or one hundred 1-lb. naked mole rats?

## TRUTH, DARE & LIQUID LIES

**DARE**

**DARE**

**DARE**

**DARE**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Perform your worst habit  
(cracking knuckles,  
chewing nails, jittering leg,  
intense hand talker, etc.).

**TRUTH, DARE  
& LIQUID LIES**



# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Stick your tongue out  
and sing part of your  
favorite song.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Twirl in a circle for 15  
seconds then perform  
your best dance moves  
for the group.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Pick up something from  
the trash and hold it in  
your hand for the rest of  
the game.

**TRUTH, DARE  
& LIQUID LIES**

**DARE**

**DARE**

**DARE**

**DARE**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Pick the third last person in your text list and send them a text that says, “I can’t believe how cheap green beans are.”

**TRUTH, DARE  
& LIQUID LIES**



# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Tell a dramatic story about an item in the room.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Video yourself singing a Justin Bieber song or Billie Eilish song.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Tell a nearby item/object how thankful you are for what it does and that you appreciate all its hard work.

**TRUTH, DARE  
& LIQUID LIES**



**DARE**

**DARE**

**DARE**

**DARE**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Try to peel a banana or open  
a bottle with your feet.

**TRUTH, DARE  
& LIQUID LIES**



# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Blindfold your eyes, have  
someone select an item  
from the room, and then try  
to guess what it is using  
only touch.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Fill your mouth with  
water and shout your  
5 best friends' names.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Play the rest of the game  
while dancing non-stop.  
All further turns must be  
done while still dancing.

**TRUTH, DARE  
& LIQUID LIES**

**DARE**

**DARE**

**DARE**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Put makeup on the person  
sitting farthest from you.

**TRUTH, DARE  
& LIQUID LIES**



# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Put socks on your hands  
and try to tie your shoes.

**TRUTH, DARE  
& LIQUID LIES**

# DARE

Record & share on social with  
[#StopLiquidLies](#) and [#TruthDareLiquidLies](#)

Say the alphabet backwards  
in an exaggerated accent  
(Boston, British, Scottish,  
Russian, Darth Vader,  
Valley Girl, etc.).

**TRUTH, DARE  
& LIQUID LIES**



**LIQUID  
LIES**



**LIQUID  
LIES**



**LIQUID  
LIES**



**LIQUID  
LIES**



# E-CIGARETTES ARE JUST WATER VAPOR AND FLAVOR.



#StopLiquidLies

## FACT

“98.7% of all e-liquids contain nicotine—the highly addictive drug in real tobacco.”

— American Journal of Public Health

TRUTH, DARE  
& LIQUID LIES



# NICOTINE IS HARMLESS.

#StopLiquidLies



## FACT

“Nicotine is highly addictive and can damage adolescent brain development, affecting the areas responsible for attention, memory, and learning.”

— The Centers for Disease Control and Prevention

TRUTH, DARE  
& LIQUID LIES



# I USE NICOTINE-FREE E-JUICE, SO THERE'S NO DANGER.



#StopLiquidLies

## FACT

“Nicotine-free e-juices just heat higher concentrations of flavoring, creating 3X the level of cancer-causing chemicals.”

— Frontiers in Physiology

TRUTH, DARE  
& LIQUID LIES



# E-CIG COMPANIES ARE NOT THE SAME AS BIG TOBACCO.

#StopLiquidLies



## FACT

Three of the most popular e-cigarette brands are now owned by the biggest tobacco companies.

VUSE=R.J. Reynolds, JUUL=Altria, BLU=Imperial Tobacco

TRUTH, DARE  
& LIQUID LIES



**LIQUID  
LIES**



**LIQUID  
LIES**



**LIQUID  
LIES**



**LIQUID  
LIES**



# E-HOOKAHS, VAPE PENS, AND JUULS HAVE NOTHING TO DO WITH TOBACCO.

#StopLiquidLies



## FACT

Call them what you like, but most e-juices contain nicotine—the same ridiculously addictive drug found in real tobacco products.

**TRUTH, DARE  
& LIQUID LIES**



# JUULING IS SAFER THAN SMOKING.

#StopLiquidLies



## FACT

“One JUUL pod contains a pack of cigarettes worth of nicotine—the highly addictive drug that can damage adolescent brain development”

— *The Centers for Disease Control and Prevention*

**TRUTH, DARE  
& LIQUID LIES**



# VAPING DOESN'T MEAN I'LL START SMOKING.

#StopLiquidLies



## FACT

“There is substantial evidence that if youth or young adults use an e-cigarette, they are at increased risk of using real cigarettes.”

— *The American Lung Association*

**TRUTH, DARE  
& LIQUID LIES**



# CHILL, I'M ONLY INHALING WATER VAPOR.

#StopLiquidLies



## FACT

“E-cigarettes create aerosols, not vapors, and those aerosols contain potentially harmful substances like nicotine, heavy metals, and cancer-causing chemicals from the flavoring.”

— *The Centers for Disease Control and Prevention*

**TRUTH, DARE  
& LIQUID LIES**