



**It's World No Tobacco Day and the Help, For a Life Without Tobacco campaign is busier than ever, with a brand new TV campaign across Europe, online campaigns, a re-designed website, exciting new mobile phone applications, press events, and much more! Read on for all the latest Help news!**

On May 27th the Health and Consumer Commissioner, Mr John Dalli, presented the highlights of the 2010 Help campaign to accredited journalists in Brussels, who had a sneak preview of the new Help TV spots, which were particularly appreciated!



## Help on your screens

The 31st May sees the launch of a new national Help TV campaign on 130 national channels across Europe. The brand new "Domino" and "Cloud" adverts on the themes of cessation and prevention will be shown in the 27 Member States, along with the "Bubble" passive-smoking film.

Be the first to watch the new films at [www.help-eu.com](http://www.help-eu.com)



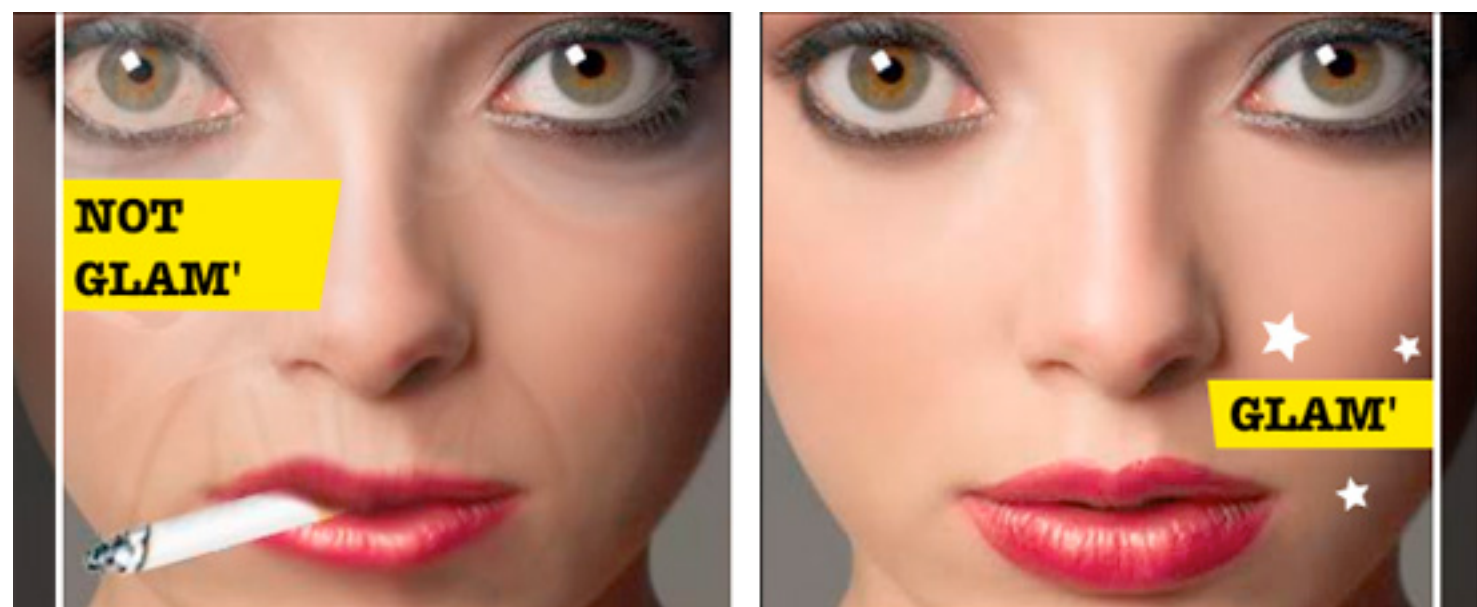
## Help-eu.com gets a makeover!

With over 6 million visits since its launch one year ago, the help-eu.com website is set to become even more popular thanks to its cool new look and contents, including goodies and games pages, the "3 minute emergency" and mobile applications! Check out the brand new site at [www.help-eu.com](http://www.help-eu.com)



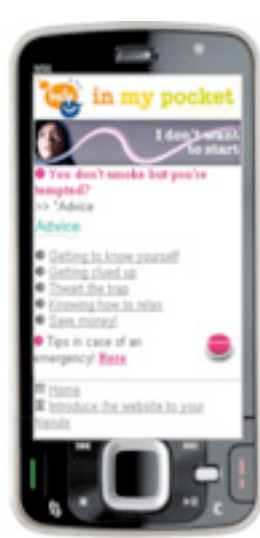
## Youth-targeted online campaigns

Keep your eyes on your favourite websites this month for the new Help online campaign banners, live now with interactive creatives especially adapted for the target audience on the MTV, Eurosport, Netlog and Elle sites across Europe.



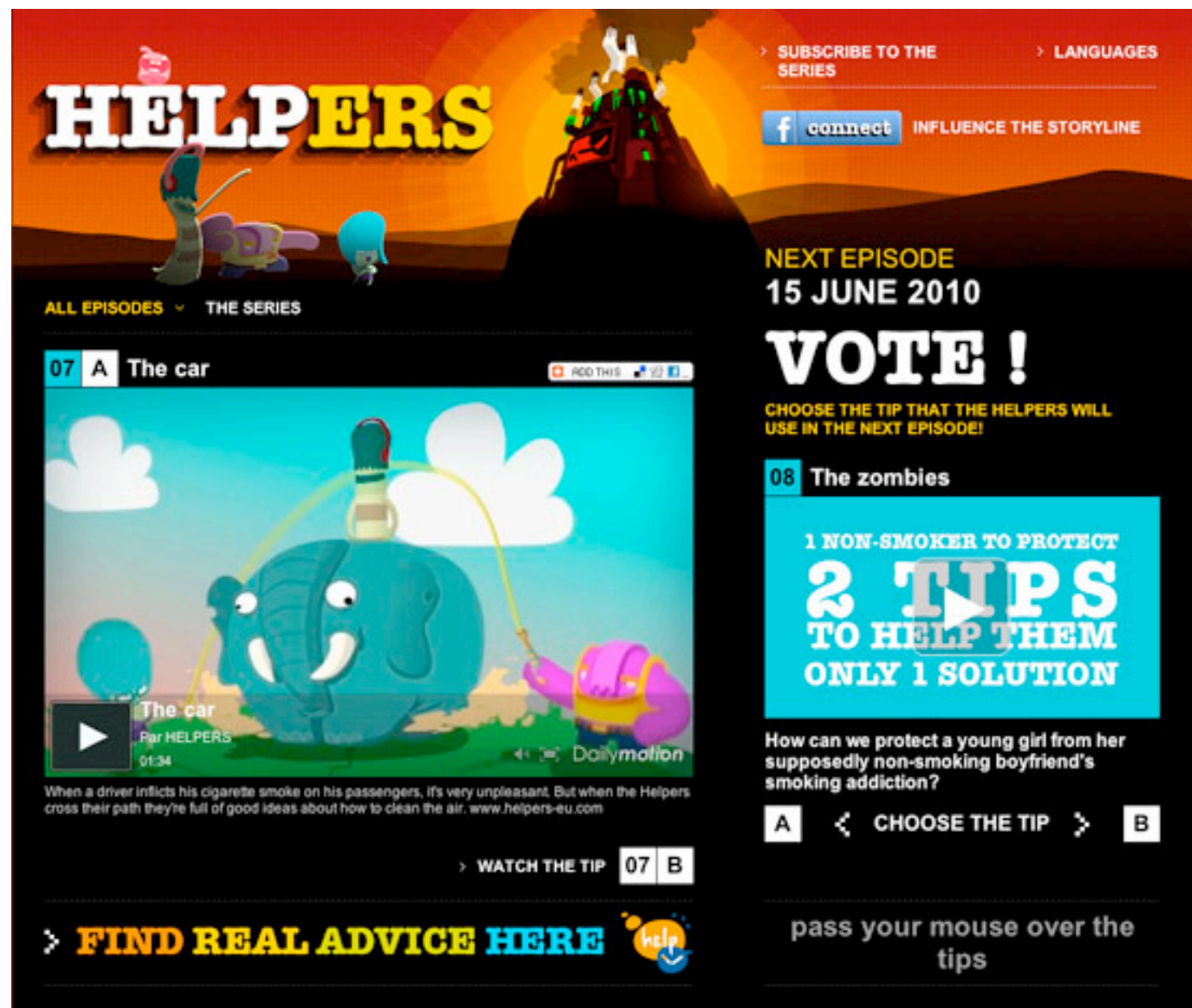
## Help In My Pocket

The Help mobile site is getting bigger and better with the launch of new Helpers content and the HelpMyHelpMe tamagotchi – bringing information and help to young people wherever they are and whenever they need it! A Helpers mobile campaign in June is set to bring even more traffic to the increasingly popular [m.help-eu.com](http://m.help-eu.com)!



## 4.1 million views for the Helpers

Now in its 7th episode, the Helpers interactive animated e-series has achieved a massive 4.1 million video views – if you haven't yet seen the adventures of Chuck, Loona, Skinny and Tapas then it's time take a look at the highly unusual tips they use each month to help a young European with their smoking problem, on [www.helpers-eu.com](http://www.helpers-eu.com)!



## Help in the Press

Around World No Tobacco Day all 27 Help PR agencies across Europe are also spreading the word about the Help campaign activities in cooperation with Youth organisations and Tobacco Control partners. Continue keeping an eye out for us in your local newspapers, online and on your TV screens!