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Media Alert

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Clear the Air Alaska Launches Electronic Cigarette Trade Association

Following 18 months of discussion between electronic cigarette businesses, industry leaders and health-conscious Alaskans, a 501(c)(6) trade association has been formed to represent their interests. The association is named: Clear the Air Alaska.

CTAA's mission is to inform the public, policymakers and members of the health industry about benefits of electronic cigarettes, while correcting misinformation surfacing from anti-tobacco, pro-tobacco and related advocacies.

"We encourage our community, policymakers at all levels of government, and members of Alaska's health sectors to contact us," said Acey Priest, Clear the Air Alaska's executive director. "The rationale behind forming our new trade association is to generate a dialogue so people hear the truth from the professionals in our industry who know the facts and reality of electronic cigarettes."

Americans for Tax Reform's president, Grover Norquist, recently wrote to congressional leaders in Washington DC appealing to lawmakers to move the date when the Food and Drug Administration (FDA) will compel all electronic cigarette products that came out after February 15, 2007 to undergo the costly Pre-Market Tobacco Applications (PMTA) imposing a nearly "impossible burden" on vaping shops. Meanwhile, some members of the Alaska State Legislature are considering changing the definition of "smoking" in statute to include electronic cigarettes, limitations on use and new taxes.

"All of our board members and executive director have lost loved ones, family members or friends to tobacco-related illnesses and diseases, or remain supportive of those who are suffering today from such illnesses," added Matt Waggoner, CTAA's president. "The reality is electronic cigarettes are a safer, reasonable alternative to cigarette and chewing tobacco use, and may be the catalyst to stopping smoking completely."

Clear the Air Alaska has launched a website and social media pages. The organization has radio and T.V. public service announcements airing as its introduction to Alaskans.

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