

Red FM Quit Smoking Express hits the streets - RED FM to spread awareness on the dangers of smoking on World No Tobacco Day

Red FM cordially invites you to come onboard the **Red FM Quit Smoking Express!** With an aim of spreading awareness regarding the dangers of smoking amongst youth, Red FM, the music station of millions of music lovers, launched an innovative initiative called, '**Pfizer presents Red FM Quit Smoking Express,**' on the occasion of World No Tobacco Day.

Red FM has joined hands with **Pfizer, Salaam Bombay, and BMC** to organize a Quit Smoking Express, which will spread awareness about the hazards of smoking amongst the youth. Starting from May 25th, this campaign comprising of on air and on ground elements will culminate on May 31st in the cities of Mumbai, Delhi, Kolkata, Chennai, [Bangalore](#) and Hyderabad. As part of the on ground activation, the Red FM Quit Smoking Express, comprising of private buses will travel the roads of these cities propagating the anti smoking message.

This road show will give a unique opportunity to the masses to show their concern for loved ones who might be addicted to smoking, through a signature board on the bus and special personalized messages delivered on-air by the RJs on-board the express. Flyers and pamphlets distributed during the activity will advise listeners on the way to Quit Smoking. A special **toll-free number 1800 4190 190** and an informative website www.champsclub.in will also be offered to people to help them to quit smoking.

Commenting on this initiative, **Anuj Singh, National Marketing Head and Station Head (Mumbai), Red FM** said, '*Red FM has always been at the forefront in bajaaing issues that concern the society under our CSR umbrella, Bajaa for a Cause. Cigarette smoking is an ill that affects not only the smoker but also his family and friends. Through this initiative we are not only trying to get the masses to quit smoking but also helping them get over this addiction by giving them information though a toll free number and website provided by Pfizer.*'

As part of the on-going social initiatives under the CSR umbrella, '**Bajaa for a Cause,**' Red FM has helped spread awareness about tobacco abuse in the past by associating with organizations like Salaam Bombay Foundation that actively campaign against tobacco abuse.

The best way to stop smoking is to just stop - no ifs, ands or *butts*.

Don't forget to catch the Red FM Quit Smoking Express and make your loved ones aware about the evils of smoking!

(© India PRwire / India eNews)