

SCgovHEALTHnews

Sarasota County Health Department |Florida Department of Health|scgov.net |941.861.5000|TV

Nov. 7, 2008

Media Contact: Dianne Shipley, 941-861-2852; Dianne_Shipley@doh.state.fl.us

Program Contact: Crystal Bruce, 941-861-2876 or 941-806-8452;

Crystal_Bruce@doh.state.fl.us

The original 'Insider' clears the air about the tobacco industry

Dr. Victor J. DeNoble, the man who knew too much, helped blow the whistle on the tobacco industry. He will speak about his experiences during a free lecture on Thursday, Nov. 13 in the Sanier Pavilion on the New College of Florida campus, 5313 Bayshore Road in Sarasota. The lecture will begin at 7 p.m. Doors will open at 6:30 p.m.

In 1980, Phillip Morris hired DeNoble to develop a substitute for nicotine that would not cause heart attacks. By 1984, DeNoble had achieved his mission, developing a safer cigarette. In the process he proved nicotine's addictive properties, and was fired. The riveting events would ultimately lead to the billions of dollars in fines and lawsuits being levied against tobacco companies, as he became the first whistleblower to reveal the secrets about the dangerous health effects of tobacco.

DeNoble tells his story in about 200 speeches a year, primarily to students across the country, and has appeared on *60 Minutes*, *Dateline* and *Good Morning America*.

This free lecture is open to the public and is sponsored by the Tobacco Free Partnership of Sarasota. For more information, contact Crystal Bruce at 941-861-2876, or visit www.sarasothealth.org

-end-