



LEWIS & CLARK CITY-COUNTY
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FOR IMMEDIATE RELEASE

“Addiction Incorporated” To Be Featured at The Myrna Loy

The Acappella Pictures’ documentary film, “Addiction Incorporated,” which has won critical acclaim for its riveting, true story of the tobacco industry’s lies and its attempt to silence the scientist who blew the whistle on the industry, will be screened at The Myrna Loy Center on Feb. 21 at 7 p.m. during “Through With Chew Week,” sponsored by the Lewis and Clark City-County Health Department, Youth Connections, and reACT Against Corporate Tobacco.

The free film shows footage of the scientist testifying at the Congressional hearing at which tobacco firm executives all lied. The hearing led to the lawsuits that ended with the tobacco companies’ settlement of billions of dollars paid to states to recoup some of the money spent on treating addicted, ill smokers. Many of these trailblazing lawyers and investigative reporters also are featured in the film.

Written and directed by Charles Evans, Jr., and produced by Charmaine Parco, the hour and 20 minute film tells the story of scientist Victor DeNoble, who worked for Philip Morris in trying to develop a “safe” cigarette. Instead, he discovered how very addictive the nicotine in tobacco is and told his employer the results of his research. The company immediately closed his laboratory and dismissed him, insisting that he sign a confidentiality agreement.

During a dramatic moment, captured on film, Congressman Henry Waxman succeeds in getting the firm to agree to the breaking of that agreement, allowing DeNoble to tell the truth, proving the industry

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moguls lied before Congress. DeNoble has since become a strong tobacco-prevention proponent, speaking to schoolchildren, as well as adults, about his experiences and the dangers of tobacco use.

A *New York Times* film critic's pick, "Addiction Incorporated" is a strong and thought-provoking film that tobacco-prevention advocates find inspirational. For more information about the event, contact Brett Christian, 406-457-9824, or Gayle Shirley, 406-457-8908.

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