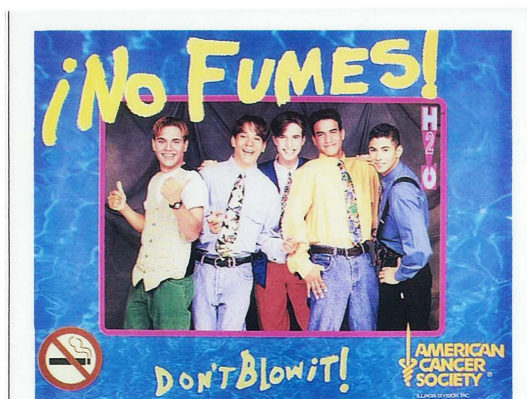


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### Putting out the fire with H<sub>2</sub>O...

The Illinois Division of the American Cancer Society has teamed up with Puerto Rican musical group H<sub>2</sub>O, to launch an anti-tobacco campaign targeting Chicago's Hispanic youth. For more on this, see Page 15.

ETHNIC MEDIA FALL '93 SPECIAL ISSUE

## Cancer Society targets Hispanic youths in new ads

The Illinois Division of the American Cancer Society (ACS) has teamed up efforts with the popular Puerto Rican musical group H<sub>2</sub>O, to launch an anti-tobacco campaign targeting Chicago's Hispanic youth. The group appears on a vibrant, bilingual, four-color poster, which conveys the strong and direct message of No Fumes (Don't Smoke)...Don't Blow It!, and will be distributed throughout more than 60 Chicago inner-city elementary schools with high Hispanic student enrollments this fall.

"H<sub>2</sub>O is a group of young and energetic artists who, we feel, will serve as effective cultural role models to encourage Hispanic youths to lead healthy, tobacco-free lives," said George San Jose, president of the ACS's Chicago-based Hispanic marketing communications agency, San Jose & Associates (SJ&A). The poster program is also being supported with a dramatic PSA campaign on top-rated Spanish-language radio station in Chicago. ■

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency