



**SMOKY RABBIT A NEW CASUAL VIDEOGAME AGAINST TOBACCO SMOKE
BEFORE THE WORLD “NO TOBACCO DAY ON MAY 31TH”**

Smoky Rabbit, a video game about smoking prevention, was launched to be available in 18 languages, in 18 countries before May 31th, the “World No Tobacco Day”.

Born from the connection of video game specialists and European experts in tobacco control, *Smoky Rabbit* is developed by Deise Mikhail and Marti di Stefano from Human Games. The OFT (French Office for Tobacco Prevention), chaired by Professor Bertrand Dautzenberg, has ensured the "scientific" development and managed the European adaptation and diffusion especially with the help of the European network of smoking cessation services (e.SCCAN).

Many (serious) video games have been designed to support health messages, but even though they were of quality, their success has often been too limited.

The logic is reversed for *Smoky Rabbit*, a casual videogame, which was primarily designed to be adopted by the greatest number of people. Then, simple messages on tobacco control were included and associated with the game. Through the game, players get messages about the harmfulness of tobacco smoke - especially the one of shisha and sticks - the need to protect themselves from passive smoking and the benefits for smokers to quit smoking without delay.

According to Professor Bertrand Dautzenberg *"It is very important to break what is left of the positive image of tobacco among the youth, because tobacco dependence is a chronic relapsing disease of adult that is acquired in most cases during adolescence. The risk of being highly addicted to tobacco for a teenager who switches to adulthood as non smoker is very small compared to the risk that exists when one comes out from the adolescence as a smoker. Therefore ingenuity tricks are developed by the tobacco industry and its lobbyists for young smokers to develop their tobacco addiction which will protect tomorrow's market. "*

According to Marti Di Stefano *"It is the first time that a videogame is launched on such a scale with a message of prevention available on the Internet, downloadable on iPod ®, iPhone ® for May 31th".* Indeed, it is yet available on the Internet in many European languages.

The story of *Smoky Rabbit* will be record on his Facebook page, on www.ofta-asso.fr and on Humangames.tv.

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