

# END THE TREND

## BUILD YOUR CAMPAIGN

Be an influencer to help #EndTheTrend! Use our swag, digital assets, posters and website to help the teens and pre-teens you care about get educated on vaping facts. Share videos and memes on social media and in messaging apps, and use the swag and posters for reminders IRL.

### HOW TO PRINT STICKERS, SHIRTS AND CHARMS

1. Download the art using the links at [EndTheTrend.me/build-your-campaign](https://EndTheTrend.me/build-your-campaign). When you see the image file, right click and choose “Save images as” to save the art to your computer.
2. Sign up for a FREE account at [StickerMule.com](https://StickerMule.com).
3. Hover over “Products” and chose the item you’d like to order.  
For stickers: click the “Stickers” menu item; then select “Die cut stickers.”  
For charms: click the “More” menu item; then select “Acrylic charms.”  
For shirts: click the “T-shirts” menu item.
4. Stickers:  
*For the Guinea Pig sticker:* Select a custom size and enter 2.95” x 1.99”.  
*For the G.O.A.T. sticker:* Select a custom size and enter 2.8” x 2.55”.  
*For the Rabbit sticker:* Select a custom size and enter 3” x 2.62”.  
Charms: Select custom size and enter 1” x 0.89”.  
Shirts: Select color and sizes.
5. Choose your quantity and hit continue.
6. Upload the artwork from the place where you saved it on your computer.
7. Follow the prompts to checkout. You will receive a proof from Sticker Mule.  
Once approved, Sticker Mule will ship your items to the address you provided!



### HOW TO PRINT POSTERS

We’ve taken our incredibly popular series of Safer Alternative videos and turned them into colorful, eye-catching posters perfect for your classroom and hallway walls. Within the posters, short vignettes playfully poke at the idea that vaping is a “safer alternative.” Really?! Safer than what?? We’ve also turned our lovable G.O.A.T., Guinea Pig and Rabbit characters into poster celebrities reminding viewers the choice is theirs — be the vape industry’s guinea pig or make the smarter decision and enjoy your **Greatest Of All Time** status.

1. Download your favorite artwork from [EndTheTrend.me/build-your-campaign](https://EndTheTrend.me/build-your-campaign). Click on the desired image, right click and choose “Save images as” to save the art to your computer.
2. Print it on your home or school printer at your desired size (using to “print to fit”).
3. Use the printers’ mark to safely trim the edges for a clean look.
4. OR download the art files and take the files to a local print shop for an even bigger, bolder message. (Note that the original artwork size is noted in the description.)



#### ABOUT END THE TREND

End the Trend works to educate teens, pre-teens and parents about e-cigarettes, a tobacco product that is often glamorized by advertisements targeted at today’s youth. We’re hoping to provoke those exposed to our messaging to have and extend conversations about the potential dangers and related consequences of using e-cigarettes, also known as vaping.