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## 'Tobacco Amnesty' to Encourage Smokers to Go Electronic



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– Mon May 30, 7:00 am ET

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Hundreds of smokers will be encouraged to swap tobacco products for E-Lites electronic cigarettes on World No Tobacco Day.

London (PRWEB UK) 30 May 2011

The launch of a 'Tobacco Amnesty' supported by TV doctor Hilary Jones will give hundreds of smokers the chance to swap tobacco cigarettes for a healthier electronic alternative this month.

The pioneering initiative is to mark World No Tobacco Day on Tuesday 31st May and is aimed to introduce smokers to a modern alternative - containing no tobacco, tar or chemicals. [Electronic cigarettes](#) replicate the experience of smoking with a realistic-looking device that turns a pure nicotine solution into a vapour - and inhaled like a traditional cigarette.

The 'Tobacco Amnesty' event will be held in central London and organised by electronic cigarette brand E-Lites. Smokers at Liverpool Street Station can visit the E-Lites handover point, where the first 1,000 smokers to dump their cigarettes and tobacco in a giant bin will be given one of E-Lites' new disposable electronic cigarettes in return.

TV doctor Hilary Jones will be at the E-Lites Tobacco Amnesty - at the southern entrance to Liverpool Street Station - between 12pm and 1pm to help encourage tobacco smokers to make the trade.

E-Lites director Adrian Everett said: "The message is that if you can't stop, just swap! We want to help smokers take part in World No Tobacco Day but not have to 'go without' for 24 hours. The latest E-Lites represent the most credible alternative to real cigarettes but are healthier, cheaper and unrestricted for use in public places."

[E-Lites.co.uk](#) was established in the UK in 2007 and is already a leader in its field, producing some of the most advanced electronic cigarettes on the market. The company is expanding nationally and internationally as demand grows for electronic cigarettes worldwide.

The latest range of new-generation "e-cigarettes" include a disposable device that provides the equivalent of 40 cigarettes. These retail through [E-Lites.co.uk](#) for £9.99, however many smokers who trade-in their tobacco cigarettes at Liverpool Street Station on May 31st will receive one for free.

###

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