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BREATHE EASIER ALLIANCE OF ALABAMA JOINS VTA IN FIGHT TO SAVE VAPOR

Birmingham, AL – Today, the Breathe Easier Alliance of Alabama (BEAA) announced it would join the Vapor Technology Association’s fight to save the vapor industry as small vape businesses, manufacturers and consumers have come under assault from the U.S. Food and Drug Administration and state legislatures across the country. Founded in March of 2015, BEAA is a membership organization comprised of vape/e-cig businesses and individuals seeking to protect vaping in Alabama.

The Vapor Technology Association is the leading vapor advocacy organization in the United States, representing the manufacturers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a better alternative to traditional combustible products.

“If we are going to survive, it is critical that all of us in the vapor community come together with a common goal – to kill irresponsible laws and regulations, and promote responsible regulations and product safety,” said Scott Eichelberger, President of BEAA. “Our industry needs a coordinated strategy in Washington, DC, in Montgomery, and in state capitals across the country, and VTA has the leadership team and infrastructure to best lead that fight. We are excited to be a part of the team.”

“Coordinating with an established and well-organized state advocacy organization like BEAA, we will be able to more effectively implement a multi-state coordinated strategy to defeat misguided laws at the state level. In addition, working together with BEAA we will be better able to promote the adoption by Congress of the Cole-Bishop Amendment



that provides responsible regulation of vapor products as the new technology that they are rather than the tobacco products that they are not,” said Tony Abboud, VTA National Legislative Director. “We are excited to have them as part of the team as we fight for the small businesses and consumers that make up this new and innovative industry.”

To learn more about the Breathe Easier Alliance of Alabama (BEAA), visit www.beaa-al.org or follow them on [Facebook](#).

To learn more about the Vapor Technology Association (VTA), visit www.vaportechnology.org or click follow them on [Facebook](#) and [Twitter](#).

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