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**CALIFORNIA SMOKE FREE ORGANIZATION JOINS FORCES WITH VTA**  
*CSFO & VTA TO WORK TOGETHER TO FIGHT MISGUIDED  
REGULATIONS, SUPPORT COLE-BISHOP*

*Los Angeles, CA* – Today, the California Smoke Free Organization (CSFO) announced that it is joining forces with the Vapor Technology Association (VTA) to combat regulations that would drive small and mid-size vapor businesses into the ground. By coordinating expertise and resources, VTA and CSFO will effectively work to defeat misguided and irresponsible laws and regulations at the state and federal levels, while at the same time promoting legislation like 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.

“In order to ensure the long-term viability of the industry, we have to come together to defeat regulatory overreach and legislation that threaten to put vapor companies out of business,” said Chris Jimenez, CSFO Secretary and Founder. “The recent actions taken by the California State Legislature made it clear to us that we needed to come together to craft a new strategy and message that will take California back from those attempting to crush our industry. Teaming up with VTA has been invaluable. They have provided insight, strategy and resources to our association, and our affiliation with them has been essential to launching a redefined and professional approach to our fight against irresponsible state regulations.”

“In many ways, California is ground zero in our nation’s fight to keep vapor products on the shelves as a preferred alternative to millions of consumers who would otherwise be smoking cigarettes,” said Tony Abboud, VTA’s National Legislative Director. “We applaud Mr. Jimenez and the outstanding leadership team that he has pulled together at the CSFO who are undaunted by the challenge



presented by California’s harsh attack on the vapor industry in 2016. The CSFO is led by some of the most recognizable and reputable companies in the vapor industry who are committed to getting the job done right and we are pleased to be coordinating with them on the important issues facing our industry. Working with CSFO allows us to expand on our advocacy mission, bringing additional states into the fold and educating the public and putting pressure on decision makers who have the ability to craft laws and regulations that impact our industry.”

Some of CSFO’s founding companies include the likes of Vapor Beast, Cosmic Fog, Marina Vape, Charlie’s Chalk Dust, E-Cig Distributors, Vapor DNA, Kilo and many more industry leaders.

In addition to demonstrating the power of the vapor industry in California, VTA and CSFO will be working together to fight irresponsible regulations in Washington, D.C. by promoting the Cole-Bishop Amendment, which recently passed the Appropriations Committee with bipartisan support. The Cole-Bishop Amendment accomplishes the vapor industry’s #1 goal of protecting small businesses and preserving the industry, while implementing commonsense regulations that protect youth and ensure the safety of consumers.

To learn more about the California Smoke Free Organization, visit [www.californiasmokefreeorganization.org](http://www.californiasmokefreeorganization.org).

To learn more about the Vapor Technology Association (VTA), visit [www.vaportechnology.org](http://www.vaportechnology.org) or click here to follow us on [Facebook](#) and [Twitter](#).

*The Vapor Technology Association represents the manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a better alternative to traditional combustible products. VTA and its members are leaders in the vapor community, promoting small businesses and job growth, responsible public policies and regulations, and strong industry standards.*