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## Utah Smoke Free Association Joins Vapor Technology Association

*Salt Lake City, UT* – Today, the Utah Smoke Free Association (UTSFA), a trade association and advocacy group with a focus on Tobacco Harm Reduction (THR) through the use of vapor products and electronic cigarettes, announced that it will be joining the Vapor Technology Association (VTA) to advance its work improving the greater health of the Utah public.

VTA is the vapor industry's premier public policy and advocacy organization based in Washington, D.C. and is a leading advocate for manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a safer alternative to traditional combustible products.

"VTA has proven to be the national association best aligned with the UTSFA in leadership and legislative principals," remarked **Aaron Frazier, Utah Smoke Free Association Executive Director**. "VTA is unrelenting in their advocacy of the vapor industry, and we are thrilled to partner in their efforts in Washington, DC, here in Utah and across the country."

"The Utah Smoke Free Association will be critical in our fight not only to protect the rights of citizens who use vapor products as a healthier alternative to tobacco, but also to advocate for Cole-Bishop as a way to preserve the vapor industry as a whole," said **Tony Abboud, VTA National Legislative Director**. "We are excited to join forces with UTSFA and look forward to working together, just as we did this past week in Washington, D.C., to ensure that these life-changing products remain on the shelves for years to come."

The Utah Smoke Free Association is a consumer-driven non-profit 501(c)4 trade organization comprised of a consumer-governed Board of Directors. Its members and leaders are passionate about the vaping industry and advocate to keep our industry legal and active in the Utah community.

To learn more about the Utah Smoke Free Association, visit <http://utsmokefree.org>. To learn more about the Vapor Technology Association (VTA), visit <http://vaportechnology.org/> or click here to follow VTA on [Facebook](#) and [Twitter](#).

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