



## PRESS RELEASE

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For More Information Contact:  
Kelli N. Jones 317.925.2702

### **IBE names CVS Caremark the 2014 Rev. Charles R. Williams Excellence Award Recipient**

INDIANAPOLIS, IN – On February 5, 2014 , Larry Merlo, President and Chief Executive Officer for pharmacy health care provider CVS Caremark announced that they would no longer sell cigarettes and other tobacco products at its more than 7,600 CVS pharmacy stores across the U.S. by October 1, 2014. “Ending the sale of cigarettes and tobacco products at CVS pharmacy is the right thing for us to do for our customers and our company to help people on their path to better health,” stated Merlo in his announcement. “Put simply, the sale of tobacco products is inconsistent with our purpose.”

CVS Caremark will receive the 2014 Rev. Charles R. Williams Excellence Award Friday, July 18 during the Pacers Sport and Entertainment Corporate Luncheon presented by Indiana University and State Farm at the Indiana Convention Center. Everett Moore, Area Vice President for CVS Pharmacy’s Area 7 will accept the award on behalf of CVS. He currently has responsibility for approximately 952 pharmacies in seven states: Illinois, Indiana, Michigan, Minnesota, Missouri, Wisconsin and northwestern Kentucky and has worked in the drug store retail industry for over 25 years.

“For the last 10 years, Indiana Black Expo has partnered with The Tobacco Prevention and Cessation Commission and numerous community partners to educate the public on the dangers of tobacco use, the perils of second hand smoke and the aggressive marketing of tobacco products to our youth,” says Tanya Bell, IBE President & CEO. “CVS Caremark’s courageous decision will positively impact the health of the African American community which is disproportionately affected by tobacco,” added Bell.

The economic impact of CVS Caremark’s decision to cease the sale of tobacco takes a backseat to placing public health at the forefront of the company’s mission. Smoking-related illness is the number one cause of death in the African American Community, surpassing all other causes of death, including AIDS, homicide, and diabetes. As the first chain of national pharmacies to take tobacco products off their shelves, CVS Caremark has adopted an all-hands-on-deck effort to bring America closer to achieving a tobacco-free generation.

In 2013 alone, tobacco smoke caused an estimated 5.4 million deaths worldwide. The World Health Organization (WHO) has declared Saturday, May 31<sup>st</sup> World No Tobacco Day, which encourages a 24-hour period of abstinence from all forms of tobacco use across the globe to draw global attention to the use of tobacco and the negative health effects of tobacco products. As part of Indiana’s Tobacco

Cessation Program, IBE continues to educate the community on the dangers of tobacco smoke across the state.

### **ABOUT IBE**

Indiana Black Expo, Inc. is a nonprofit 501(c)(3) organization with twelve chapter affiliates in the State of Indiana. IBE hosts Summer Celebration, its annual fundraiser, which funds several year round programs, including The College and Scholarship Fair, State of Our Black Youth Initiative, Statewide Education Conference, Parent Engagement Summit, Children's Day Health Initiative, Family Fun Zone Health & Wellness Initiative, Youth Leadership Summit, and Youth Media Institute.