



A better choice for everyone.

March 22, 2010

Landlords and property managers,

As the President of Metro Omaha Tobacco Action Coalition (MOTAC), I'm proud to announce a new program, Rent Smoke-Free, to help you implement a smoke-free policy for your rental properties.

Why go smoke-free? It's quick and easy, yet the benefits can be big. A smoke-free policy can help you:

- Lower cleaning and rehabilitation costs
- Reduce the risk of smoking-related fires
- Possibly lower insurance premiums
- Increase the potential resale value of your property
- Provide a safer and healthier environment that renters prefer

MOTAC is here to help you along the way. We can provide free resources and technical assistance to help you develop and implement your smoke-free policy. Tools such as model lease language, signs, and sample tenant letters are available to make going smoke-free a simple process.

I invite you to learn how renting smoke-free can help your business by visiting **RentSmokeFree.org** today. After you see the facts, I think you'll understand why it truly is a better choice for everyone.

Sincerely,

Vickie R. Young
President

METRO OMAHA TOBACCO ACTION COALITION

3801 Harney Street • Omaha, NE 68131 • phone: 402-546-1099 • fax: 402-444-7722 • e-mail: info@motac.org