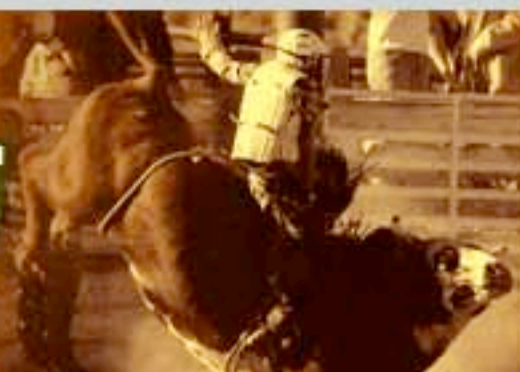


Facsimile of the www.GiveTobaccoTheBoot.org website with email message to Professional Bull Riders, Inc. (PBR) leadership regarding their national sponsorship relationship with the US Smokeless Tobacco Company.



GiveTobaccoTheBoot.org

Get Big Tobacco Out of Rodeo



- Take Action
- Tell A Friend
- Booting Big Tobacco Pictures
- State Initiatives
- Youth Action
- Tobacco News
- Research and Facts
- Press Office
- Tobacco Ad Gallery
- Special Reports

Did you know that 1 out of 10 teenage boys uses spit tobacco?

The US Smokeless Tobacco Company (USSTC) is a national sponsor of Professional Bull Riders, Inc. (PBR), and they are the title sponsor of the USSTC Challenger Tour. This has given them a platform to promote their spit tobacco to millions of people each year as the USSTC Challenger Tour travels the country.

These promotions (including tobacco-sampling booths) are influencing our kids. **Help us get spit tobacco OUT of rodeo!**

* required field

* **Email Address**

* **First Name**

* **Last Name**

* **Prefix**

* **Address 1**

* **City**

* **State**

* **Postal Code**

Remember Me

This letter will be sent to the following individual(s):

J.W. Hart, PBR Board Member and Ty Murray, PBR President

[Take Action](#)

By clicking Take Action, you agree to these [terms and conditions](#). If you have not already done so, by submitting this form, you will also become a Tobacco-Free Kids e-Champion™ and sign up to receive email updates.

Use the space below to add your personal comments to the letter.

Send Your Letter Now

Subject:

Dear Mr. Ty Murray and Mr. J.W. Hart:

I am writing to you because I believe you have an important opportunity to demonstrate your commitment to rodeo being a mainstream and family-oriented sport. I would like to encourage Professional Bull Riders, Inc. (PBR) to reject further sponsorship from the US Smokeless Tobacco Company (USSTC). I would like to encourage you to choose a sponsor that is not affiliated with a controversial issue like tobacco.

Kids admire cowboys and look up to them as role models. Furthering an association between rodeo events/riders and smokeless tobacco sends the dangerous message that using smokeless tobacco is healthy and "cool." PBR and its riders should promote a healthy, tobacco-free lifestyle to our kids.

Smokeless tobacco can lead to oral cancer, gum disease and nicotine addiction in addition to increasing the risk of cardiovascular disease. One out of ten teenage boys uses smokeless tobacco. This amounts to nearly 880,000 kids (a little less than the population of Montana) who put their health at risk. I urge you to do your part to keep kids healthy and end PBR's association with USSTC.

PBR can choose sponsors for events like the PBR World Finals and the USSTC Challenger Tour. By rejecting USSTC's sponsorship, PBR can achieve its goals of becoming a mainstream, family-oriented sport.

Thank you for taking the time to consider my comments. I look forward to your response.

Sincerely,

Your name
Your street address
City, State Zip

