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November 12, 2009

Andrea Dodge
Buck Tobacco

Dear Andrea,

Re: Ending sponsorship with US Smokeless Tobacco

On behalf of Alberta Health Services – Addiction and Mental Health portfolio with Population and Public Health, I wanted you to be aware that I have written to the Professional Rodeo Cowboys Association congratulating them for ending professional rodeo sponsorship with US Smokeless Tobacco by the end of 2009. This information was shared with us here in Canada by “Cowboy Ted” Hallisey.

In 1998, Canada made amendments to the Tobacco Act which began to limit tobacco sponsorship of sporting, arts and cultural events. By 2003, sponsorship was no longer allowed. For the sport of rodeo in Alberta, this has had very minimal impact on rodeo sponsorship. The two largest rodeos in Alberta and Canada – the Calgary Stampede and the Ponoka Stampede, are continuing to pay out significant prize money to rodeo competitors. (2009: Calgary Stampede over \$1 million; Ponoka Stampede over \$650,000) The World Professional Chuckwagon Association has also been able to maintain significant sponsorship at their tarp auctions across Alberta.

We applaud the leadership they have taken to eliminate tobacco sponsorship. This decision also supports the National High School Rodeo Association policy of no competitor using tobacco products in the rodeo arena – effective June 1, 2008 and applicable to all high school rodeos in Australia, Canada and the United States.

We know that along with several others your organization, Buck Tobacco, has been advocating for this change. It is wonderful to see it actually happening!

Sincerely,

A handwritten signature in black ink that reads "B Olsen". The signature is written in a cursive, flowing style.

Barb Olsen
Director Addiction and Mental Health