

# This bull is part of the rodeo.



## This bull shouldn't be.

**W**e all know about spit tobacco. It's deadly, more addictive than cigarettes, and pretty disgusting, too — unless you happen to like steppin' in puddles of warm smelly spit on a hot day. It's cancer-in-a-can, cowboy-in-a-coffin.

So what's it doing plastered all over our rodeo, with promotional tents for free samples, big screaming ads on the scoreboard and even on the competitors' shirts?

These ploys are designed to get you to relate spit tobacco to bucking broncs and cowboys at full gallop lassoing a steer. Not cancerous bleeding sores and tumors in your mouth or your face with your jaw missing from cancer surgery. (And you think it's tough getting a date now). Spit tobacco is all about addiction and dependence in the land where cowboys and buffalo roam free.

The National Intercollegiate Rodeo Association (NIRA) says it's "proud to be associated with" the spit tobacco industry. What? Proud to associate with products that kill when used as directed?

The NCAA, the Olympics and most other college sports know better. They'd kiss a rattler before they'd embrace tobacco. So what's wrong with the NIRA and other college rodeo organizers? Is the easy cash more addictive than tobacco? That's not the way it should be for college rodeos. We can change it. Check out [www.BuckTobacco.com](http://www.BuckTobacco.com).

Let's keep rodeo a sporting event with real bulls, not a spitting event that's all bull.



**LEAGUE AGAINST SPIT SPONSORSHIP AT OUR RODEOS (LASSO)**  
For more information, call (805) 781-5564 or visit [www.BuckTobacco.com](http://www.BuckTobacco.com)