

September 12, 2003

Roger La Fountain, Manager
Salinas Sports Complex
P.O. Box 1648
Salinas, CA 93902

Dear Mr. La Fountain:

I would like to take this opportunity to introduce myself as the Coordinator for the Tobacco-Free Rodeo Grant in Monterey County. This program is part of the Buck Tobacco Sponsorship Project through the Public Health Institute. Buck Tobacco Projects throughout the California are pursuing local policy objectives related to tobacco use, sponsorship, marketing, and promotions at and around rodeos. Currently we have programs in Alameda, San Luis Obispo, Santa Barbara, and San Diego Counties. Funding from three litigation settlements with the chew tobacco industry supports these projects.

I am pleased to share the exciting news that the Stanislaus Sheriff's Pose Rodeo in Turlock, California and the California High School Rodeo Association in Santa Maria, California have both signed policies banning tobacco sponsorship.

I would like an opportunity to meet and discuss the possibility of the Salinas Sports Complex adopting a tobacco sponsorship policy in the near future. Enclosed you will find an informational packet that discusses tobacco sponsorship and a sample sponsorship policy. If you have any questions please do not hesitate to call me at 647-7910.

Sincerely,

Gabriela Woyce
Tobacco Control Program

Enclosures