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RADIO COPY

TOBACCO CONTROL PROGRAM

TOB-5314

Buck Tobacco 05

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4/7/05

BIG TOBACCO PROVIDES SPONSORSHIPS AND OTHER SUPPORT TO PROFESSIONAL AND COLLEGE RODEOS THROUGHOUT CALIFORNIA. THIS SPONSORSHIP AND SUPPORT PROMOTES A PRODUCT – THAT WHEN USED AS DIRECTED – KILLS.

WHEN THE RODEO IS IN TOWN, WE KNOW THE TOBACCO INDUSTRY INCREASES THE PROMOTION OF THEIR DEADLY PRODUCTS AT VARIOUS VENUES THROUGHOUT OUR COMMUNITY. TOBACCO COMPANIES, COME TO OUR TOWN, PROMOTE THEIR PRODUCTS, AND LEAVE NEW CUSTOMERS BEHIND.

STATISTICS SHOW THAT ORAL CANCER IS DIRECTLY LINKED TO SMOKELESS TOBACCO AND CIGARETTE USE. AND YOUTH IN SAN LUIS OBISPO COUNTY ARE USING SPIT TOBACCO AT A RATE ABOVE THE STATE AND NATIONAL AVERAGE.

WE NEED TO REMOVE ALL INVOLVEMENT AND INFLUENCE OF BIG TOBACCO FROM OUR FAMILY AND ATHLETIC EVENTS LIKE RODEOS. JOIN BUCK TOBACCO AND SAY NO TO BIG TOBACCO. FOR MORE INFORMATION CALL 781-5564 OR VISIT WWW.BUCKTOBACCO.ORG.

Paid for with funding from the Public Health Institute/Tobacco Free Events Projects.