

Your agency letterhead/logo

Date

Name of Fraternity President

Title

Name of Fraternity

Address

City, State Zip

Dear Name:

The Alpha Gamma Rho (AGR) website describes values such as brotherhood, leadership, exemplary personal character and ethical conduct. These are values we support and share with you, and we would like to work with your fraternity to address an issue that affects many of your members. Lately, it has become popular for the U.S. Smokeless Tobacco Company (USSTC) to hand out free smokeless tobacco samples at AGR fraternity parties.

The evidence shows that all tobacco is addictive and deadly, and that there is no safe tobacco alternative to cigarettes. A recent study showed that tobacco marketing is specifically linked to increased use by college students.

To promote healthy life choices, many colleges have made the decision to sever ties with the tobacco industry. For example, in April 2004, South Dakota State University's Jackrabbit Stampede Rodeo, one of the largest and oldest collegiate rodeo clubs in the nation, successfully ended its 30-year affiliation with the tobacco industry by banning tobacco advertising and tobacco funded scholarships. In May 2003, California State Polytechnic University, Pomona enacted a policy prohibiting tobacco sponsorship, marketing and advertising at all college events and activities.

These days, there are many sponsors available that better represent the interest of events involving young adults. For example, the Winston Cup was recently replaced by NEXTEL, and national rodeo sponsors now include Pace Picante, Dodge Trucks, Wrangler Jeans, and more.

As a fraternity, you have the power to set policy for positive change and provide leadership for members of your fraternity within your national organization, on your campus and in your community. We recommend that your fraternity adopt a policy to reject tobacco sampling. If you have any questions or comments, please contact **advocate/community member name and phone and/or email address**.

Sincerely,

Name

Agency