

Your agency letterhead/logo

Date

Mr. Murray S. Kessler
President and Chief Executive Officer
UST, Inc.
6 High Ridge Park, Bldg. A
Stamford, Connecticut 06905-1323

Dear Mr. Kessler:

I am writing to let you know that anti-tobacco advocates throughout California are working harder than ever to free our rodeos from tobacco sponsorship. We are very disappointed that your smokeless tobacco products continue to be associated with this wonderful family event.

We are putting you on notice that volunteers will be attending rodeos throughout the state, not only to enjoy the sport, but to monitor US Smokeless Tobacco Company (USSTC) activities and look at all of the different ways that your tobacco messages are reaching youth at otherwise family-friendly events. Volunteers will collect photographic evidence and record their observations for use by the Attorney General to make sure that you are in compliance with the Smokeless Tobacco Master Settlement Agreement (STMSA).

We want to see rodeos grow and flourish, but not at the expense of our youth. The evidence shows that all tobacco is addictive and deadly, and there is no safe tobacco alternative to cigarettes. Studies indicate that advertising and promotion encourage tobacco use among youth, and that adolescents' decisions to start smoking are influenced more by tobacco marketing than by parental smoking or peer pressure.

(In this fourth paragraph, please add specific examples of what you see happening at your rodeo. For example: At the ABC Rodeo, we are seeing smokeless tobacco samples being distributed and this is a real health problem. We are also concerned that rodeo athletes who display tobacco branding on their clothing are sending a message that chewing tobacco is part of being an adult or cowboy).

We are committed to working with our local rodeos to ensure that all rodeos join other sports organizations throughout California and the country in saying "no" to tobacco sponsorship. We stand united in making rodeos healthier for all families. If you have any questions or comments, please contact [advocate/community member name and phone and/or email address](#).

Sincerely,

Tobacco control advocate or community member name
Agency