

**SAMPLE**

**Letter to the Rodeo Committee**

**\*Optional Open letter to the community**

Dear \_\_\_\_\_ Rodeo Committee:

I am writing to encourage you to free our rodeo from the presence of ALL tobacco sponsors. Rodeo has moved into the world of mainstream sports, and the eyes of the public are now fixed on rodeo athletes, as well as the hosts of rodeo events in local communities across the United States.

I have been an ambassador for the sport of rodeo for over 20 years as a rodeo announcer, broadcast and print rodeo journalist, radio personality, spectator and, most recently, as a spokesperson for the California statewide Buck Tobacco Sponsorship Project as well as for the National Tobacco-Free Rodeo Project, which helps rodeos throughout the country to eliminate tobacco sponsorship. See [www.bucktobacco.org](http://www.bucktobacco.org) for more information. I have visited with over 50,000 children across the country to talk with them about the sport of rodeo and the importance of leading a healthy lifestyle.

Studies show that advertising and promotion encourage tobacco use among youths and that adolescents' decisions to start smoking are influenced more by tobacco marketing than by parental smoking or peer pressure. Would you encourage your own child to use tobacco products? It is important to remember that somebody's child will be in your audience during each and every rodeo event.

Additional organizations, including Students Working Against Tobacco (SWAT) in Oklahoma City, the Youth Leadership Institute, the American Lung Association and regional offices of the American Heart Association have pledged their support for a tobacco-free Professional Rodeo Cowboys Association (PRCA), and those efforts are making their way across the United States. Volunteers will be attending your rodeo, to not only enjoy the sport, but to look at all the ways that tobacco messages are reaching youth at an otherwise family-friendly event. We are committed to working with you and your rodeo committee to ensure that rodeo joins other sports organizations throughout the country in saying "no" to tobacco sponsorship.

Cowboys are at the top of the list of kid's heroes. Let's allow cowboys to have a positive impact on the lives of children in today's society and free our \_\_\_\_\_ **Rodeo from tobacco sponsorship.**

In Service to Kids and Cowboys,

*"Cowboy Ted" Hallisey*

[www.cowboyted.com](http://www.cowboyted.com)