

WHO IS BIG TOBACCO?

Cigarette Companies:

- Altria (*Phillip Morris, USA*)
- Reynolds American (*RJ Reynolds/Brown & Williamson*)
- Lorillard
- Vector

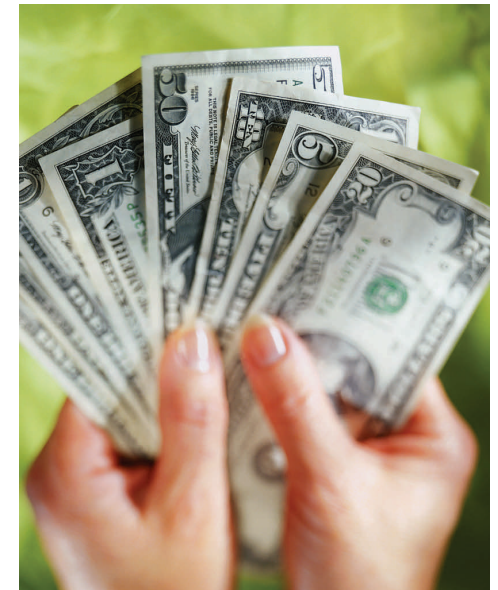
Smokeless Tobacco Companies:

- US Smokeless Tobacco Company (*USST*)

WHY SHOULD WE SAY NO TO BIG TOBACCO?

- **Commitment:** Reaffirm your organization's commitment to health and fulfill your mission as a community minded organization.
- **Leadership:** Set an example to the community as an organization that cares about families and promotes healthy lifestyles.
- **Recognition:** Receive recognition as an agency that has taken a stand against Tobacco Industry sponsorship.

NO THANKS BIG TOBACCO



THE SOUTHERN TIER TOBACCO AWARENESS COMMUNITY PARTNERSHIP

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“NO THANKS BIG TOBACCO”

Tobacco companies donate to community organizations to build an image as a good corporate citizen. No matter how generous the tobacco industry is with corporate giving, the truth remains that the money being donated comes from selling a product that kills more than 400,000 people each year and the donations are an attempt to polish their tarnished image.

Sponsorship and charity are increasingly important marketing tools for the tobacco industry. Community giving is a quiet and critical way to:

- Get the company name and products out in the front of the target market.
- Reverse the widely held negative public image of the tobacco industry.



- Build support for the tobacco industry among community leaders.

HOW YOUR ORGANIZATION CAN SAY “NO THANKS BIG TOBACCO”

The *No Thanks Big Tobacco* campaign is asking non-profit organizations to adopt a policy declaring that your organization will not accept any direct funding or charitable donations—cash or in-kind— from a tobacco company.

If your organization is dedicated to the sustainable growth, health and well-being of your community, its citizens, its youth and its environment make saying “No Thanks Big Tobacco” a part of your mission.

Join the growing number of organizations across the state and across the country that are establishing policies to refuse tobacco industry donations.

For more information and sample policies regarding the *No Thanks Big Tobacco* campaign, contact the New York State Tobacco Control Partner nearest you!

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DOES ACCEPTING MONEY FROM TOBACCO COMPANIES FIT WITH YOUR MISSION TO SERVE YOUR COMMUNITY?

Many organizational missions include a commitment to the social and economic strength of both the community as a whole, and/or special populations within the community. Tobacco use depletes both the social and economic health by causing disability from chronic disease and lost productivity in the workplace.

It is estimated that 35,300 New York teens become new daily smokers each year. Tobacco Industry sponsorships, promotions, in-store marketing, magazine advertisements, as well as smoking in the movies are the primary influences on teens to start smoking.¹

Between 1995 and 1999, tobacco companies sponsored at least 2,733 events, programs and organizations in the US, with funding adding up to a minimum of \$365.4 million.²

The 200 billion dollar 1998 Multi-state Settlement Agreement between states and tobacco companies put a stop to many of the industry’s most notorious and aggressive marketing tactics. Yet in 2003, domestic cigarette marketing and promotion expenditures still reached a record \$15.1 billion.³

¹Campaign for Tobacco-Free Kids—www.tobaccofreekids.com
²Rosenburg, N. Jennifer and Seigel, Michael. “Use of corporate sponsorship as a marketing tool: a review of tobacco industry sponsorship in the USA, 1995-1999.” Tobacco Control. 2001; 10:239-246.
³2005 Federal Trade Commission Cigarette Report.