

## WHO IS BIG TOBACCO?

### Cigarette Companies

- ✓ Altria (Philip Morris U.S.A.)
- ✓ Reynolds American (R.J. Reynolds / Brown & Williamson)
- ✓ Lorillard
- ✓ Vector

### Smokeless Tobacco Companies

- ✓ U.S. Smokeless Tobacco Company (USST)



Kids are more likely to smoke due to tobacco advertising than they are to peer pressure.

(Campaign for Tobacco Free Kids)



1-866-481-2345  
[www.smokefreedutchess.net](http://www.smokefreedutchess.net)

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# Your Organization Can Say...



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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 nearly 500,000 people each year; and the donations are an attempt to polish their tarnished image.

Sponsorships and charity is an increasingly important marketing tool for the tobacco industry. Community giving is a quiet and critical way to:

*“Tobacco company donations are an attempt to polish their tarnished image”*

- Get the company name and products out in front of the target market.
- Reverse the widely held negative public image of the tobacco industry.
- Build political 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 funding or charitable donations—cash or in-kind—from a tobacco company and their parent companies.

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 about the No Thanks Big Tobacco campaign contact the Tobacco Community Partnerships 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 social and economic health by causing disability from chronic disease, and lost productivity in the workplace, and a net loss of economic activity to tobacco producing states.

It's estimated that 35,300 New York teens become new daily smokers each year. Tobacco industry sponsorships, promotions, marketing in stores, ads in magazines, as well as smoking in movies are the primary influence.\*

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

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.\*\*\*

\* Campaign For Tobacco Free Kids – [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

\*\* Rosenberg, N. Jennifer and Siegel, Michael. "Use of corporate sponsorship as a tobacco marketing tool: a review of tobacco industry sponsorship in the USA, 1995-1999." Tobacco Control. 2001; 10:239-246

\*\*\* 2005 Federal Trade Commission Cigarette Report