

FOR IMMEDIATE RELEASE

(Augusta, GA) On the evening of April 9, 1988, a group of 40 concerned physicians and medical students made a housecall on a very sick patient--the Marlboro man. Members of DOC (Doctors Ought to Care), a national organization of health professionals concerned with the promotion of unhealthy products, brought their black bags to the Marlboro Country Music Show held at the Augusta-Richmond County Civic Center to expose the false images offered by tobacco companies to the public, especially teenagers.

Wearing their white coats and stethoscopes, the physicians examined the skeleton sitting atop the familiar horse and western saddle and pronounced the Marlboro man (who actually died last year of emphysema) a victim of the product he pushed. The physicians, pharmacists, medical students and other concerned citizens handed out information about the hazards of smoking Marlboro to anyone who looked under 17, the legal purchasing age for tobacco in Georgia, and provided information to several thousand adults on how tobacco companies use events such as concerts, professional sports and even art to encourage young people to become addicted to their products. Nearly 2000 concert goers wore "Smoking Eats Your Heart Away" into the show.

A survey of Richmond County school children conducted during presentations by DOC Superhealth 2000 speakers revealed that 25% smoke and of those who smoke 76% smoke Marlboro. Since the local newspaper refused to accept DOC's message in the form of a paid advertisement, citizens of the C.S.R.A. were encouraged to contact their local legislators and the Civic Center to protest the use of public facilities to encourage young people to use a drug which for them is illegal as well as deadly. Prominent among the posters was one which read: "Is your kid hooked yet?"

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