

What Goes Around, Comes Around

Dear fellow health advocate:

The strategy of cigarette companies to reach young people through sponsorship of sporting events has finally boomeranged. As you know, Doctors Ought to Care, a physician-led health promotion organization, has spoken out against sports sponsorship by tobacco companies since its founding more than a decade ago. Over the years, DOC has pioneered creating healthful and hilarious counter-promotions of tobacco-sponsored sports events including the Emphysema Slims Tennis Tournament with Martina Nosmokanova.

In April, DOC carried this commitment one step further by becoming the first American health organization to sponsor a sports team with the no-smoking emblem as their official logo. Philip Morris, makers of Marlboro, Virginia Slims, Merit and other cigarettes, had offered to pay all of the expenses of the United States Boomerang Team to the 1988 World Boomerang Throwing Cup, held May 6-15 in New South Wales, Australia, and promised them an appearance on ABC TV's *Good Morning America*. But when approached by DOC, the team members expressed misgivings about being sponsored by a tobacco company and asked DOC to coordinate fundraising activities to send the team to the World Championships. Within days of offering to sponsor the team, DOC received the endorsement of numerous health organizations including the Association of Ohio Health Commissioners, the Maine Public Health Association and several affiliate chapters of the American Lung Association.

DOC is a grassroots organization and making a pledge of \$12,000 was truly stepping out on a limb in faith that our members and supporters would agree that the circumstances merited immediate and assertive action. As a result of this initiative, DOC has been praised for its action by sports and medical columnists in the *New York Times*, *Chicago Sun Times* and *Los Angeles Times* as well as coverage by the Associated Press, Physician's Radio Network, National Public Radio and Australian network television.

You can be a part in making medical and sports history. The team members were so confident in the commitment of DOC's members and supporters that they paid the unraised portion of the money out of their own pockets. Let's not let them down. **Please send you tax deductible contribution of \$10, \$25, \$50, \$100 or more earmarked "U.S. Boomerang Team" immediately to:**

**Doctors Ought to Care
Official U.S. Boomerang Team Sponsor
P.O. Box 31604
Houston, TX 77231**

In recognition of your support you will receive a certificate signifying you are an official sponsor of the U.S. Boomerang Team and substantial discounts on t-shirts, boomerangs and other memorabilia from the 1988 World Boomerang Throwing Cup Competition.

Sincerely,



Alan Blum, M.D.
DOC Founder and Chairman



Rick Richards, M.D.
National DOC President



Tom Houston, M.D.
DOC Coordinator

P.S. As a result of the favorable coverage DOC has received, athletes from other national sports events have contacted DOC expressing their desire to carry the no-smoking logo and obtain sponsorship by a health organization.