

NEW SOUNDS, INC.

"Marlboro Grand Prix" -- revised
3-4-92 :60

Recently Mayor Dinkins made this statement:

"We must remind our children that smoking and sports just don't mix"

Then why is the city allowing Marlboro to sponsor a 180 mile-per-hour car race through downtown Manhattan -- where the drivers will be heroes to our children -- called the Marlboro Grand Prix?

"Smoking and sports just don't mix"

A race that will publicize a product as addictive as crack cocaine...on billboards, banners, radio and television.

"Smoking and sports just don't mix"

A product that kills 11,000 New Yorkers, and costs the city \$2 billion dollars in health care and lost productivity, every year.

"Smoking and sports just don't mix"

Mayor Dinkins, smoking and sports don't mix...

"We must remind our children..."

And because we must remind our children...New York and the Marlboro Grand Prix just don't mix.

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