



Barfboro Barfing Team

DOC (Doctors Ought to Care)

FOR IMMEDIATE RELEASE:

Monday, July 19, 1993

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Los Angeles, CA--An international health activist group DOC (Doctors Ought to Care), known for its 15-year effort to encourage teenagers to ridicule tobacco manufacturers, will launch the Barfboro Barfmobile and the Barfboro Barfing Team on Wednesday, July 21 at the Orange County Fair in Costa Mesa, California. The Barfboro promotion is designed to ridicule Philip Morris' Marlboro, the world's best selling cigarette brand, which took a new course in the U.S. last fall with a promotion called the Marlboro Adventure Team.

Marlboro advertisements in newspapers, magazines, and in-store displays invite people to apply for a 10-person Adventure Team, who will compete in an 11-day event through National Parks in areas of Colorado and Utah. The event, scheduled for early September, includes 600 miles of horseback riding, whitewater rafting, dirt biking, and off-road driving. The \$200 million cigarette promotion picked up momentum earlier this spring when Marlboro vans began to appear at gas stations and convenience stores in cities and town across the country, by giving away Marlboro t-shirts and a host of other items covered with the cigarette logo with a purchase of Marlboro cigarettes.

"Our goal is to get kids and adults alike to laugh these pushers out of town," said Dr. Alan Blum, a family physician who founded DOC in 1977. "Young people respond to humor, not warning labels, finger-wagging, or scare tactics. Brand name ridicule works by giving kids permission to laugh at the real authority figures like the drug-pushing Marlboro Adventure Team."

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A previous Barfboro campaign test-marketed in 1988, which featured newspaper advertisements in the *Aspen Times*, led to the removal of the Marlboro Ski Challenge from the slopes of Aspen, Colorado.

"The Barfboro Barfing Team is an expansion of our efforts, not only to focus on the fact that Philip Morris goes after kids with their cigarette promotions, but to commit Attorney General Janet Reno to enforcing the 1969 law which bans cigarette ads from television," added Erik Vidstrand, coordinator of the Barfing Team campaign and director of communications for DOC. "The Barfboro Barfing Team promotion will include a national effort to gather signatures for a petition to be submitted to the Justice Department this fall with further evidence of tobacco company violations of the law."

Every U.S. Attorney General since 1977⁶ has ignored repeated petitions by DOC regarding television broadcasts of tobacco sponsored sporting events such as the Marlboro 500 and the Winston Cup. Each time a cigarette brand name and logo are displayed on television, the law prohibiting such promotions is violated. The law states that each violation may be assessed a fine of \$10,000 per violation. (A typical televised tobacco-sponsored auto race, such as the Marlboro Grand Prix, should result in a penalty in excess of fifty million dollars.)

"Philip Morris and RJ Reynolds, with the full collusion of TV networks, have been breaking the law for 20 years, and it's time they pay up," Blum said.

DOC blames the inactivity of the attorneys general on the fact that during the Reagan and Bush administrations, tobacco industry lawyers were appointed to high ranking positions in the Justice Department.

For more information about the Barfboro Barfing Team or DOC, please contact Erik Vidstrand at (805) 266-2943 in Los Angeles or Dr. Alan Blum at DOC (713) 798-7729 in Houston.