

MILLENNIUM CAMPAIGN

November 1997

A Time to Build

It has been heralded as the future Library of Congress and Smithsonian of the tobacco issue. Prominent members of the academic community predict it will become a magnet for scholars from around the world. Former Surgeon General Dr. C. Everett Koop has called it "a national treasure."

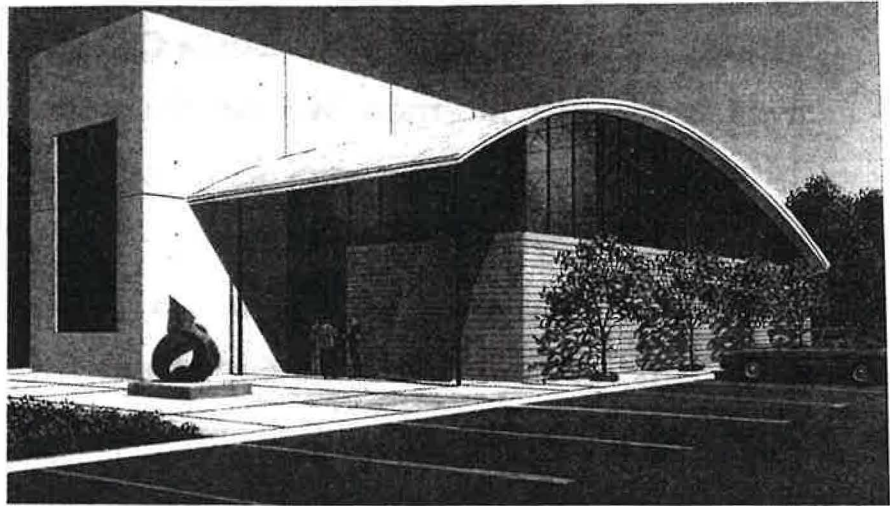
The excitement is about DOC's plans for a national tobacco museum. Earlier this year, DOC announced its plans to transform its Tobacco Archive and International Resource Center into a museum before the turn of the century. DOC's Millennium Campaign will transform the archive into a 10,000 square foot facility for documentation, preservation, research, teaching, exhibitions and public programs.

With a goal of \$2.1 million needed for the capital campaign, DOC is counting on its members and past supporters to make contributions at higher levels. The Founders 500, a new fundraising effort, will identify 500 individuals who will contribute \$1,000 a year for the next three years. Members of the Founders 500 campaign will be recognized on the Founders Wall in the museum.

With more than 5,000 individuals on our mailing list, we're hopeful that at least 500 will meet this challenge and provide the support DOC needs.

DOC is a 501(c)(3) tax-exempt organization. Gifts are deductible by taxpayers who itemize deductions on federal income tax returns. Gifts can be sent to:

*DOC
5615 Kirby Drive, Suite 440
Houston, Texas 77005*



This rendering of the museum was provided in-kind by Kirksey & Partners Architects.

While the history of tobacco use and its promotion could be traced through many centuries--especially the second half of this millennium as tobacco-trading merchants, pioneers, and explorers canvassed the globe--its present-day status as the single greatest preventable cause of death and disease occurred primarily during the 20th century.

At least a dozen or so tobacco museums have documented tobacco's history reflecting the role of tobacco in the economic and social development of the United States and other countries around the world. These museums, that explore the diversity of cultures that have shaped and been shaped by tobacco trade, are supported primarily by the tobacco industry. For example, the Museum of Tobacco Art and History in Nashville, Tennessee, is supported by

The future of DOC rests primarily on the shoulders of those who believe in its mission and whose sense of responsibility to future generations will prompt a generous response.

United States Tobacco (UST). In not a single museum is there an accurate reference to the devastating health and economic toll taken by tobacco use, nor an account of the public health efforts during the past century to counteract tobacco use.

DOC's tobacco archive is the world's largest collection of materials consisting of print, audio, video, artifacts, and other materials documenting the history of tobacco use and promotion, and the influence of tobacco advertising on society. Scholars examining the collection have called it an invaluable resource and a significant contribution to the understanding of several aspects of contemporary culture.

The materials naturally serve the establishment of a museum, one we like to call "a museum about when people used to smoke." DOC's effort to develop such a museum fits well within our mission, and represents a goal we have established and will work toward over the next three years as part of our Millennium Campaign. Your support of this effort is most appreciated.

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