

Houston Group to Alleviate Smoking Pollution
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March 26, 1993

Anne Worcester
Managing Director
WIPTC
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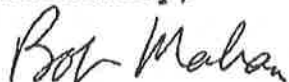
RE: Virginia Slims of Houston Protest

Dear Anne:

This letter is to inform you and the WIPTC that a major protest demonstration and media event will be held during the finals of the Virginia Slims of Houston. This rally is sponsored by Doctors Ought to Care (DOC) and Houston G.A.S.P. The purpose of this event is to draw people's attention to the fact that lung cancer is the leading cause of cancer death among women and that over 200,000 American women die each year because of smoking. We are emphatically stating that professional women's tennis, as a showcase for healthy women athletes, has no business whatsoever choosing as a sponsor a company whose product, Virginia Slims, targets women for addiction, disease, and death. These merchants of death are using you to legitimize their product in the eyes of young, impressionable women. This is unconscionable.

WIPTC is not welcome in Houston with a tobacco sponsor! I hope you will do everything in your power to terminate this immoral alliance as soon and as cleanly as possible. Already, the radio station that is co-sponsoring this event, KLTR, has decided not to renew sponsorship of this event because of the very reason we are asking you to terminate your affiliation with Phillip Morris. Other radio stations have indicated they are not interested in sponsoring this event. Many of the other sponsors are also considering dropping out. I wish you the best in your efforts to make a quick and clean break with this despicable industry.

Sincerely,



Bob Mahan
Virginia Slims Protest Chair

cc: International Management Group