

Christopher Fletcher, M.D.
Doctors Ought to Care/
St. Vincent Hospital
2015 Calisteo Street
Santa Fe, New Mexico 87505

Dear Dr. Fletcher:

Thank you for your invitation to attend the 1990 Emphysema Slims Celebrity Tennis Tournament and Balloon Rally on September 14-16. Unfortunately, I am unable to participate in this event. However, Dr. Thomas E. Novotny of the Centers for Disease Control's Office on Smoking and Health will attend.

I have taken an outspoken stand in the past year concerning the advertising practices of the tobacco industry to target certain segments of the population. In particular, I am concerned about tobacco advertising that appeals to children by depicting smoking as a glamorous, exciting, healthy adult activity. By sponsoring an event or advertising in an arena, the industry uses the vigor and energy of healthy athletes as an incorrect and dishonest way of linking smoking with good health. I am concerned about the dangerous, mixed message this sends to the public. Your Emphysema Slims Celebrity Tennis Tournament is a good example of how communities can help us educate the public about the adverse health effects of tobacco use.

I commend Doctors Ought to Care for its interest in the health and well being of the Nation. I wish you good luck and much success in this pro-health event.

Sincerely,

Louis W. Sullivan, M.D.
Secretary