

# NOW: Cigarette company wrong sponsor for tennis

*Group to demonstrate at Delray center today*

**BY BILL ORLOVE**  
STAFF WRITER

The match of a tennis tournament and a cigarette brand's sponsorship doesn't score well with Boca Raton resident Sheila Jaffe.

For the past four years, Jaffe, vice president of communications for the South Palm Beach County chapter of the National Organization for Women, has been an opponent of the Virginia Slims sponsorship of the women's tennis tournament currently under way in Delray Beach.

"My daughters are involved in sports and I realized the hypocrisy of it," she said. "Anything would be better than tobacco."

Today, Jaffe and 20 other members of the local NOW chapter plan to demonstrate against tobacco sponsorship of athletic events at the front entrance of the city's tennis center at 1 p.m. Although many agree with Jaffe's statements, city leaders say taking that message to the newly revamped tennis center where the tournament is making its debut in Delray Beach sends the wrong message about the city.

"We are happy we've got the tournament and we don't want to cloud it with these issues," said City Commissioner Jay Alperin, a former smoker. "It won't help their cause and may harm our cause of promoting Delray Beach."

Although Kraft is withdrawing its sponsorship of the women's professional tennis circuit, Virginia Slims, like Kraft a subsidiary of Philip Morris, may stay involved with the six tournaments it currently sponsors.

The Women's International Professional Tennis Council is seeking new sponsors. □

Does Virginia Slims' sponsorship of the women's tennis tournament give the city of Delray Beach and the sport a bad image?

"You could say that about a lot of sponsors ... It's a bad image ... But it won't cause me to change my mind and not see the tournament."

— Charles Fisher  
of Boston



"We live off the images of football and beer going together. But you don't need to smoke to enjoy tennis."

— Victoria Alegre  
of Coral Springs



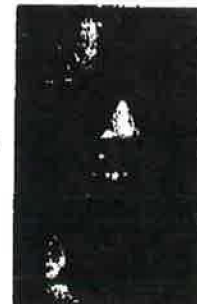
"I'm very happy to have tennis in Delray Beach ... Any corporation that can sponsor this deserves credit. Without them, as a local merchant, I cannot benefit from it."

— Andrew Bennardo  
of Delray Beach



"I have no problem with their sponsorship, although I am against smoking."

— Jill Slootsky  
of Boca Raton.



"I have a strong feeling against smoking but the sponsorship doesn't bother me. It was offensive when they used to hand out cigarettes between matches."

— Dana Brown  
of Boca Raton

