

DOC**Doctors Ought to Care**

5510 Greenbriar, Ste. 235
Houston, Texas 77005
Tel. (713) 798-7729
Facsimile (713) 798-7775

NEWS RELEASE

Alan Blum, M.D.
Chairman

Chris Shank, M.D.
President

Luke Burchard, M.D.
Vice-President

Paul Paulman, M.D.
Co-Secretary

Audrey Paulman, M.D.
Co-Secretary

Joel Dunnington, M.D.
Treasurer

Eric J. Solberg
Executive Director

FOR IMMEDIATE RELEASE:

Boca Raton – Leaders of the National Organization for Women (NOW) have teamed up with members of DOC (Doctors Ought to Care) to make a "house call" (protest) at the Virginia Slims Tennis Tournament, ~~in order~~ to call attention to ~~the~~ cigarette promotion and the devastating health and economic toll taken by tobacco.

"Philip Morris Company has successfully marketed Virginia Slims cigarettes to women since 1968, by illustrating what women have had to overcome in a patriarchal society and by associating their product with the liberation of women," stated Sheila Jaffe, a member of the local NOW chapter. "The result is that lung cancer has surpassed breast cancer as the leading cause of cancer death among women."

Philip Morris (Virginia Slims) became involved with women's tennis in 1970, realizing that cigarette advertising would be banned from television in 1971. The fact is that cigarette advertising has remained on television through sponsored events such as Virginia Slims tennis. The U.S. Justice Department (U.S. Attorney General) has not acted on such violations of the law, which call for a \$10,000 fine per violation.

"This is nothing more than a cigarette promotion masquerading as a televised sports event," stated Eric Solberg, Executive Director for DOC's national office. "It's as silly and ridiculous as a Marlboro fitness center."