

316 Oak St.
Newton Ks 67114
May 18, 2001

Federal Trade Commission
Office of the Secretary, Room 159
600 Pennsylvania Ave. NW
Washington, D.C. 20580

To Whom It May Concern:

As one of the groups fighting for the health of our community, we would like to express our appreciation for past reports that detail tobacco industry spending. The industry has proven itself relentless in its campaign to create new smokers, and although we will never match their advertising dollars, truth and health are on our side. Ongoing concerted efforts to unveil the truth about industry marketing expenditures are central to our success.

We have used your past reports to help our community understand what drives consumption of tobacco. Real data in dollar amounts is absolutely necessary for credibility. Having this detailed so that we can say exactly what is spent on promotion in our own state would be even more helpful. Knowing more specifics about how exactly marketing expenditures are broken down would direct the focus our efforts, and more effectively raise community awareness. It would be helpful to know company and even brand-specific data.

Another way in which this data is used is to help us fight for dollars to counter the tobacco industry's influence. It gives citizens and leaders perspective on the magnitude of the battle.

Respectfully,
Harvey County Tobacco Action Group

