



Louisiana State Games Foundation

May 23, 2001

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To Whom It May Concern:

Please do not stop the Cigarette and Smokeless Tobacco Reports!!!!

My name is Amber Price, and I work with the Youth Against Tobacco organization. You simply cannot stop the issue of these reports. They are critical to helping our fight against the youth of this country using tobacco products. 90% of regular smokers became addicted before the age of 18, so we are trying to prevent those kids from ever starting the habit. The information provided in your reports are helpful to our organization and many others like us.

Please do not stop the reports.

Some things we feel would improve the reports, however, are the following:

1. Including a state-by-state breakdown of the reported marketing expenditures.
2. Include a company or brand-specific marketing expenditure data
3. Provide subtotals for marketing expenditures for regular versus "reduced-risk" tobacco products
4. Include a breakdown of the different types of expenditures the companies make within the existing promotional-allowance and retail-value-added expenditure categories

Thank you for the service you have provided in the past. We hope that such a service will never be deserted.

Sincerely,

Amber Price
Program Director
Youth Against Tobacco

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