



June 27, 2014

Re: Snuff Tobacco Money out of California Politics Campaign

Dear Sir or Madam:

We are pleased to let you know that the American Cancer Society Cancer Action Network (ACS CAN) is launching its "Snuff Tobacco Money out of California Politics" campaign. We are making a simple ask to each current officeholder and every candidate running in the general election for state office. Will you help snuff tobacco money out of California politics by rejecting any campaign contribution from any tobacco company including, but not limited to Altria Client Services Inc. and its affiliates; Cigar Association of America; and RAI Services Company and its affiliates?

Starting with the July 1 reporting period, we will be monitoring all campaign contributions from the tobacco companies or one of their subsidiaries. We will be making the details of our campaign public, both during the election season as well as after the election. Campaign contributions accepted before July 1, 2014, will not be part of our campaign. We are starting fresh and looking forward and encouraging all candidates, whether or not they have taken tobacco company contributions in the past, to reject tobacco campaign money in the future. This campaign will extend beyond this election cycle and become what we hope is a permanent fixture in California politics.

The tobacco companies have spent \$63 million in California over the last five years on lobbying and campaign donations to make sure that no laws are passed that will result in fewer people smoking and thus fewer people dying from cancer and other tobacco-related diseases. They spend nearly \$600 million on marketing every year to addict new customers—both children and adults—and then spend tens of millions of dollars every year to make sure no policies can pass that would reduce the number of smokers in our state.

The tobacco companies are completely different from any other entity that lobbies in California. There is no other company or entity that unleashes so much damage in terms of lives lost and cost to our state than the tobacco industry. The World Health Organization estimates that more than 100 million people died from tobacco related illness in the last century and if current trends continue that will increase to **a billion deaths** in this century. Let me repeat that. The tobacco companies with full acknowledgement of the death and destruction their products cause are spending tens of millions of dollars in campaign contributions and lobbying to make sure that a billion people are given the opportunity to die from using their products.

There is no industry in California—not one—like the tobacco companies. Not only are tobacco companies particularly adept at creating new smokers amongst youth, they also have a long and sordid history of targeting low-income and minority communities. Study

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and after study has shown that the tobacco companies target vulnerable communities and thus the rates of lung cancer and other tobacco-related diseases are higher in those communities than the rest of the population. What other industry in California spends tens of millions of dollars marketing products to young people, the low-income and minorities knowing fully well their products will kill them?

It is estimated that 34,000 Californians will die from smoking every year. There are 441,000 children who are alive now that will die prematurely due to smoking-related disease. It is the single largest preventable cause of death. Smoking kills more people than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined. The annual health care costs in California directly caused by smoking are \$13.29 billion. Medi-Cal covers \$2.9 billion of those costs each year. The tax burden from smoking-caused government expenditure is \$619 per household. Smoking-caused productivity loss in California is \$8.54 billion a year.

We implore you to reject contributions from tobacco companies. Not just because their products, if used correctly, will kill tens of thousands of Californians, but because accepting their contributions gives these companies legitimacy. Accepting tobacco contributions says to the public that the tobacco companies' business model to addict more customers to replace the ones who die from smoking is a legitimate point of view in the Capitol.

We issue you this challenge: Will you reject the deception, pain and suffering that fund campaign contributions from tobacco companies and will you stand with ACS CAN and help us "Snuff Tobacco Money out of California Politics?" Please fill out the enclosed form and return it via fax, snail mail or email by August 1.

Sincerely,

Tim Gibbs
Senior Director, Government Relations
American Cancer Society Cancer Action Network (ACS CAN)

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Snuff tobacco money out of California politics

Tobacco companies have a corrosive impact on California, not only through the death and disease they cause, but on state politics as well. The tobacco companies have spent \$63 million in the last five years on campaign contributions and lobbying to prevent the passage of laws that would help people stop smoking and result in fewer cancer deaths. There is no other entity active in California politics like the tobacco companies. They sell products that addict and kill their customers, and then spend over \$600 million on marketing each year in California in an attempt to replace those customers.

Starting July 1, 2014, we are issuing a challenge to each and every candidate and officeholder at the state level to reject the deception, pain and suffering that fund tobacco contributions and stand with the American Cancer Society Cancer Action Network to snuff tobacco money out of California politics.

I accept the challenge to reject tobacco money and help snuff tobacco money out of California politics.*

Candidate or Officeholder Name: _____

Office Sought or Currently Held: _____

Signature: _____

Please mail this form by **August 1, 2014** to:

Tim Gibbs

ACS CAN 980 9th Street, Suite 2200 Sacramento, CA 95814.

Alternately, you can email it to tim.gibbs@cancer.org, or fax it to 916-447-6931.

*For the purposes of this challenge, tobacco money will be defined as including, but not limited to:

Altria Client Services Inc. and its affiliates – Parent company of Philip Morris USA, John Middleton, U.S. Smokeless Tobacco Company and Green Smoke Inc.

Cigar Association of America – Trade group that represents cigar manufacturers, importers and distributors

RAI Services Company and its affiliates – Parent company of RJ Reynolds Tobacco Company, American Snuff Company LLC, Santa Fe Natural Tobacco Company, Inc. and Vuse electronic cigarettes.

As tobacco companies are notoriously deceptive in funneling money to candidates and office holders, we reserve the right to make adjustments on what constitutes tobacco money.

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