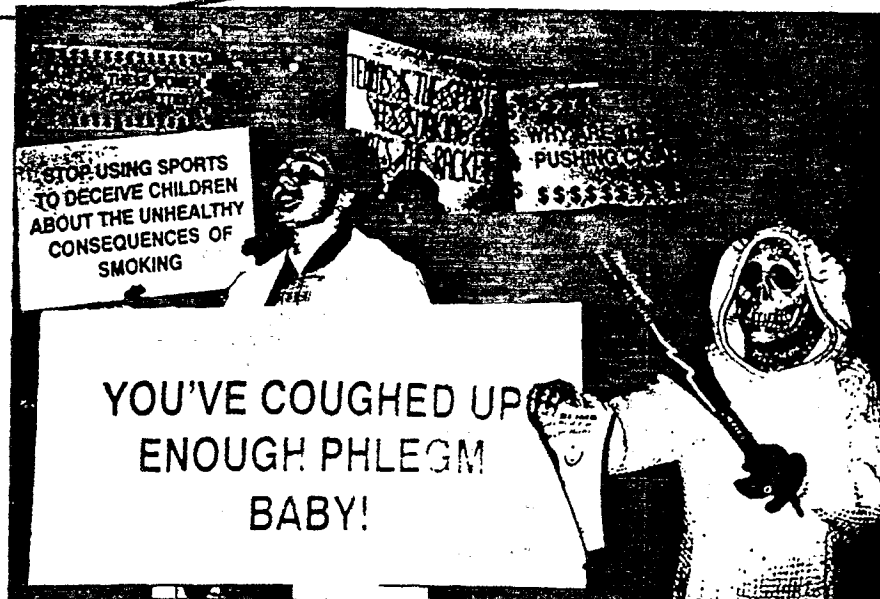


WOMEN DOCTORS JOIN HEALTH ADVOCATES TO PROTEST VIRGINIA SLIMS TENNIS

The Women's Medical Association of New York City joined Smokefree Educational Services to protest Virginia Slims' sponsorship of women's tennis at Madison Square Garden.

New York Women's Medical Association President Barbara Bartlik said, "New York City's women physicians find it unconscionable for a cigarette company to sponsor a sporting event. Philip Morris, manufacturer of Virginia Slims, sponsors women's tennis to deceive young girls about the unhealthy consequences of smoking."

Health advocates dressed in tennis attire and women doctors wearing lab coats and stethoscopes carried placards condemning cigarette sponsorship of a sporting event and distributed informational flyers to tournament goers and passers-by.



Demonstrators, including New York Women's Medical Association President Barbara Bartlik, picket Virginia Slims tennis.

Some memorable placard slogans included, "Thanks to Virginia Slims, Lung Cancer Is Now The #1 Cancer Killer of Women," "Yes Virginia, There Is Lung Cancer," "Billie Jean Drug King," "You've Coughed Up Enough Phlegm Baby," and "You've Come The Wrong Way Baby."

Special thanks to young ladies from St. Vincent Ferrer High School and members of Doctors Ought to Care and New Jersey GASP for demonstrating with us and helping us come up with placard slogans.

New York City Mayor David N. Dinkins, a passionate tennis enthusiast, refused Philip Morris' invitation to participate in Virginia Slims ceremonies. Last month, the Mayor announced sweep-

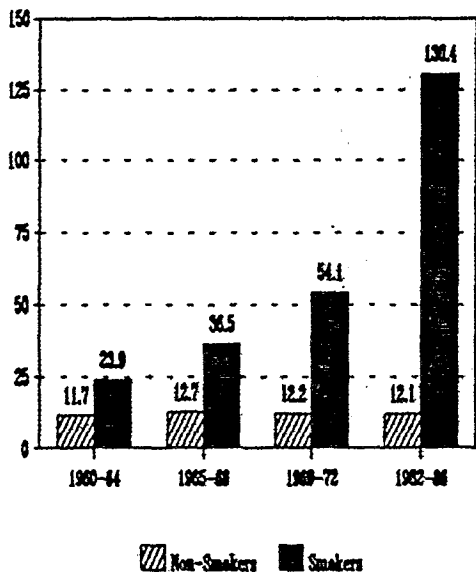
ing pro-health initiatives including an end to cigarette advertising on city-owned property, the Metropolitan Transit system, and Shea and Yankee stadiums. The Mayor's campaign, considered one of the most comprehensive in any major city, also includes plans for pro-health counter ads to warn young people about the unhealthy consequences of smoking. Philip Morris and other tobacco companies are threatening to move out of New York City.

Up until two years ago, Virginia Slims underwrote the entire women's tennis tour— all 65 tournaments. Due to public pressure, women's tennis replaced Virginia Slims as tour underwriter with Kraft General Foods, another Philip Morris subsidiary. The only type of sponsorship left for Virginia Slims is local sponsorship, whereby each local tournament operator sells space to local sponsors. Due once again to public pressure, however, Virginia Slims has retreated from local sponsorship in all but 13

FEMALE LUNG CANCER

Death Rates Over Time
Age-Standardized

Deaths Per 100,000 Women



Source: Cancer Prevention Studies I and II
American Cancer Society

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