

Cigarette Tin Promotion Lowest of the Low

Media release – The Smokefree Coalition
2 March 2008

The Smokefree Coalition is calling an alcohol promotion involving a cigarette tin give-away scurrilous, underhanded and reprehensible.

Director Mark Peck says the promotion, which offers the free cigarette tin with every pack of a certain RTD (ready-to-drink) purchased, is clearly designed to appeal to young people and to circumvent new graphic health warnings which must now appear on tobacco packaging.

“The cigarette tin is said to be worth \$15.00, or around half the cost of a six-pack of this bourbon and cola mix. It’s an expensive giveaway, and I smell the yellowed fingers of the tobacco industry behind it.

“The industry has an established history of cleverly evading controls on their advertising and labelling. This promotion is obviously timed to coincide with the new health warnings on packs and provide a way of covering them.

“Young people are the most frequent purchasers of cheap, ready-to-drink spirit mixes, and they are an extremely important market. Big Tobacco needs to recruit them to replace older smokers who are quitting or dying off.”

A Poster advertising the promotion was noticed by a member of the public who brought it to the attention of the Smokefree Coalition, concerned it breached advertising standards.

Mr Peck believes the promotion is an example of the tobacco industry using another industry to do its dirty work.

“They will stop at nothing to ensure a future market for their lethal products, and we are surprised the liquor industry is allowing itself to be used in this way.

“The new graphic images are there to help young people see what the consequences of smoking can be. To dupe them into this slow form of suicide with a giveaway that encourages them to see smoking as cool is too despicable for words.”

The Smokefree Coalition wants the promotion withdrawn and is calling on all liquor retailers to refuse to take part.

For further information:

Mark Peck, Director Smokefree Coalition, 04 472 0157, 0274 461 650.

A copy of the advertising poster is included below.

Buy ^{OR PACK} cody's
get a

FREE
Cody's Ciggy Tin



Valued at \$15

while stocks last