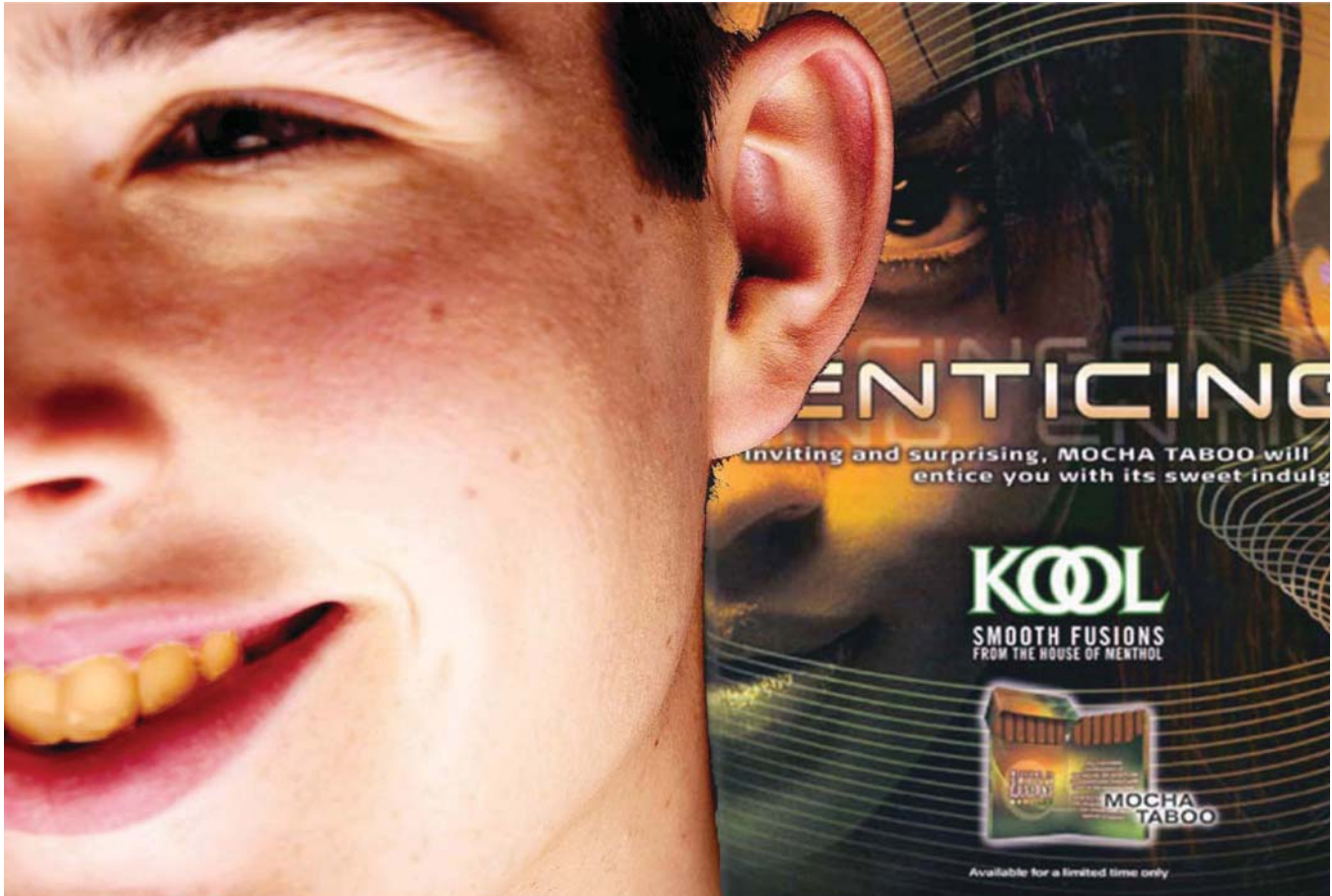


AMERICAN LUNG ASSOCIATION® Tobacco Policy Trend Alert

★ TPP ★
TOBACCO POLICY PROJECT

FROM JOE CAMEL TO KAUAI KOLADA – THE MARKETING OF CANDY-FLAVORED CIGARETTES

July 2005 (Updated May 2006)



From Joe Camel to Kauai Kolada: The Emergence of Candy-Flavored Cigarettes

An in-depth look at the history and marketing of candy flavored cigarettes

Impact on Youth Smoking

The impact of candy-flavored cigarettes on youth smoking.

State and Federal Policy Solutions

Explores federal and state efforts to prohibit candy-flavored cigarettes.

Sample State Legislation Banning Candy-Flavored Cigarettes

Provides sample legislation from two states on candy-flavored cigarettes.

Select Candy-Flavored Cigarette Advertisements

Provides more examples of advertising used to market candy-flavored cigarettes.

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Henry Payne: (c) Detroit News/Dist. by United Feature Syndicate, Inc.

ONGOING CAMEL EXOTIC BLENDS

Dark Mint (2001); chocolate/mint flavors
 Mandarin Mint (2001); orange/mint flavors
 Twist (1999); citrus flavor
 Izmir Stinger (1999)
 Crema (1999); vanilla flavor

LIMITED EDITION CAMEL EXOTIC BLENDS

Screwdriver Slots (2005); liquor flavored
 Blackjack Gin (2005); liquor flavored
 Snakeyes Scotch (2005); liquor flavored
 Back Alley Blend (2004); bourbon flavor
 Winter Mochamint (2004); peppermint/mocha flavors
 Warm Winter Toffee (2004); toffee flavor
 Twista Lime (2004); citrus/lime flavors
 Kauai Kolada (2004); pineapple/coconut flavors
 Bayou Blast (2003 & 2004); berry flavor
 Midnight Madness (2003); champagne flavor
 Margarita Mixer (2003); weaker lime flavor
 Beach Breezer (2003); watermelon flavor
 Aegean Spice (2002)
 Mandalay Lime (2002); strong lime flavor
 Cinnzabar (1999); cinnamon/spice flavors

Tobacco Policy Trend Alert

FROM JOE CAMEL TO KAUAI KOLADA – THE MARKETING OF CANDY-FLAVORED CIGARETTES

Now that the use of cartoon characters to sell cigarettes has been prohibited, major tobacco companies have devised a new way to target our children: selling cigarettes and tobacco products in assorted candy flavors. R.J. Reynolds manufactured a pineapple and coconut-flavored cigarette called Kauai Kolada in 2004 and has an ongoing line of flavored cigarettes called Camel Exotic Blends. Brown & Williamson also introduced flavored versions of its Kool menthol cigarette in 2004 with names like Caribbean Chill and Mintrigue.¹ Like regular tobacco products, these new tobacco products still cause cancer and lung disease, and represent an insidious attempt by the tobacco industry to hook another generation of our youth. Already each day, more than 4,000 kids under 18 try their first cigarette, and more than 1,500 other kids under 18 become established daily smokers.²

Legislation to give the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products has been introduced/pending the past three years in the U.S. Congress, but has failed to pass. Not surprisingly, R.J. Reynolds and Brown & Williamson, which merged to form one company, Reynolds American, in August 2004, are leading opponents of the legislation. This legislation would prohibit the sale of flavored cigarettes and would set up a system to consider prohibiting the sale of flavored tobacco products altogether. Due to a lack of action at the federal level, a number of states have introduced legislation to prohibit the sale of these new types of cigarettes and other flavored tobacco products. This *Trend Alert* looks at these new products and state efforts to prohibit their sale.

Background on Candy-Flavored Cigarettes

Unfortunately, adding flavors to cigarettes and other tobacco products is not a new concept. Menthol, a chemical compound extracted from the peppermint plant, was the first major additive to cigarettes back in the 1920s and the 1930s. Because of its cooling effect on the mouth and throat, menthol helped mask the harshness of cigarette smoke.⁴ Menthol cigarettes didn't gain widespread acceptance until the 1950s and 1960s when, due in part to aggressive marketing by the tobacco industry, menthol cigarettes became popular among African Americans.⁵ In 2002, the latest year for which data is available, menthol cigarettes represented 27 percent of all cigarettes sold,⁶ but 75 percent of African American smokers chose menthol cigarettes.⁷ Unfortunately, menthol has become so accepted in cigarettes that all proposals to prohibit flavored cigarettes exclude cigarettes containing menthol.

A look through previously secret tobacco industry documents, revealed as a part of the 1998 Master Settlement Agreement,⁸ shows that as early as the mid-1960s, cigarette manufacturers were exploring adding different flavors to their cigarettes. Much of this work focused on adding flavors to menthol cigarettes. For instance, Philip Morris introduced New Leaf, a wintergreen menthol cigarette, in 1970; Brown & Williamson introduced Lyme, a lime-flavored menthol cigarette, in cities in Indiana and Florida in 1971; and American Tobacco introduced Twist, a lemon-flavored menthol cigarette, in 1973. None of these cigarettes gained a significant share of the market largely due to consumers preferring other unflavored brands.⁹ A recent study, using tobacco industry documents, also looked at tobacco companies targeting female smokers including exploring the use of different flavorings in their cigarettes to improve taste and aroma.¹⁰

Each year 438,000 people die of tobacco-related illness in the U.S., costing \$167 billion in health care costs.³

“This is a slick scheme by KOOL to exploit black culture and music to market deadly tobacco products which are known to kill. We will resist this sinister marketing effort by KOOL to target black youth and the hip hop culture.”¹⁵

**Sherri Watson Hyde,
Executive Director of
the National African
American Tobacco
Prevention Network**

R.J. Reynolds, the tobacco company that used to sell cigarettes with the Joe Camel cartoon character, started putting various flavors into its Camel line of cigarettes back in 1999 when it launched the Camel Exotic Blends line. The original cigarettes included Twist, a cigarette with a “splash of citrus flavor,” and Crema, a cigarette that includes a “hint of vanilla.”¹¹

R.J. Reynolds added new flavors in August 2000, including Cinnzabar, a cigarette with “a touch of cinnamon and spice,” and has added several more flavors since then.¹² In addition, a number of limited edition flavors debuted periodically such as Bayou Blast, a berry-flavored cigarette available during Mardi Gras in 2003 and 2004. The Camel Exotic Blends were originally marketed by direct mail through a quarterly company magazine/catalog,¹³ and were expanded to tobacco stores across the United States in late 2001. However, people really started taking notice of these products because of advertising in retail stores and major magazines during 2004. The advertising for these products caused quite a stir because it featured images of scantily-clad women smoking cigarettes. Hawaiians also took issue with the use of the name of one of the Hawaiian islands (Kauai) in R.J. Reynolds Kauai Kolada cigarettes mentioned above. The governor of Hawaii expressed outrage at Hawaii being associated with a product that causes death and disease.

Brown & Williamson also got into the flavored cigarette business in 2004 by manufacturing flavored versions of its Kool menthol cigarette. Names for these cigarettes included Caribbean Chill and Mintrigue listed above as well as Midnight Berry and Mocha Taboo. The advertising and promotion for these cigarettes called the “Kool Mixx” campaign used hip-hop imagery on the packaging and a promotional DJ contest in 13 cities to appeal to African-American youth. Kool is a menthol cigarette and 75 percent of African Americans smoke menthol cigarettes versus 25 percent of Caucasians.¹⁴ Protests by tobacco control advocates in the African American community, especially the National African American Tobacco Prevention Network (NAATPN), led the attorneys general in a number of states to become involved.

Attorneys general in three states—Illinois, Maryland and New York—sued Brown & Williamson seeking to restrict the “Kool Mixx” campaign because it violated the 1998 Master Settlement Agreement’s clause concerning indirectly targeting youth. The case was settled out of court by Reynolds American in October 2004.

Do Flavored Cigarettes Target Children?

If you ask the tobacco companies this question, they will deny marketing cigarettes to youth, and insist that all products are only tested on adult smokers. For instance, R.J. Reynolds, in a report addressing the release of three new flavors of Camel Exotic Blends in 2000, stated that Camel Exotic Blends were developed for and tested on adult smokers, that there is a demand by adult consumers for differentiated flavored products and that the company does not market to youth.¹⁶

However, the limited data that exists on these new products shows that they are much more popular among younger smokers than older smokers. In 2005, researchers at the Roswell Park Cancer Institute in Buffalo, NY, released the results of several surveys conducted in 2004 that showed that 20 percent of smokers ages 17 to 19 had smoked flavored cigarettes in a 30-day period while only 6 percent of smokers over the age of 25 did. Also, 8.6 percent of ninth graders in Western New York State had tried flavored cigarettes in a 30-day period.¹⁷

SOURCES: National Youth Smoking Cessation 12-Month Follow-up Survey of 17-26 year old smokers: n = 1,603; Assessing Hard Core Smoking Survey of adult smokers 25 years and older: n = 867. Obtained from: Gary A. Giovino, Jun Yang, Cindy Tworek, K. Michael Cummings, Richard J. O'Connor, Kathleen Donohue, Dianne Barker, Larry Hawk. "Use of Flavored Cigarettes Among Older Adolescent and Adult Smokers: United States 2004." Powerpoint Presentation to the 2005 National Conference on Tobacco or Health, Chicago, IL, May 6, 2005.

Documents from the tobacco industry also contradict these claims. A report from R.J. Reynolds in 1985 stated: "Sweetness can impart a different delivery taste dimension, which younger adult smokers may be receptive to, as evidenced by their taste wants in other product areas."¹⁸ A Brown & Williamson report from 1972 suggested consideration of developing cola-flavored and apple-flavored cigarettes. The report also suggested a sweet-flavored cigarette and stated: "It's a well-known fact that teenagers like sweet products. Honey might be considered."¹⁹ If flavored products were appealing to youth then, what has changed to make them less appealing to youth now?

These numbers and industry documents clearly indicate that flavored cigarettes appeal to younger smokers and, combined with tobacco-company advertising for these products, target minors. For instance, R.J. Reynolds advertised its Kauai Kolada cigarettes with an attractive woman in a grass skirt smoking a cigarette (see below). The "Kool Mixx" lawsuit and Reynolds American's decision to settle quickly also indicate that at least the advertising campaigns for these flavored cigarettes may be in violation of the 1998 Master Settlement Agreement.

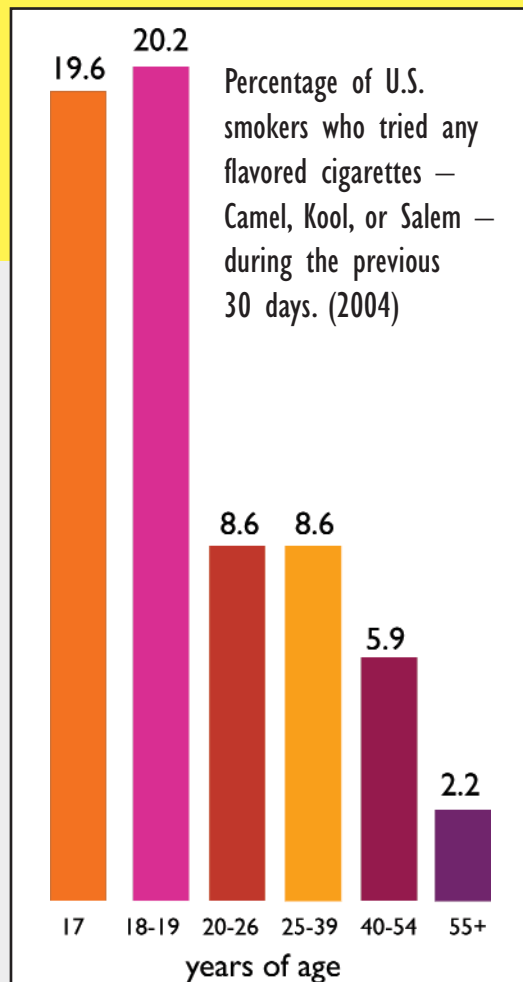
Federal and State Policy Solutions

Luckily, the policy solution for candy-flavored cigarettes and other flavored tobacco products is quite simple. To reduce their appeal to children, most flavorings should be eliminated from cigarettes and other tobacco products.

At the federal level, serious attempts have been made over the past several years to give the U.S. Food and Drug Administration (FDA) the ability to regulate tobacco products. Tobacco products remain virtually unregulated despite causing 438,000 deaths each year.²⁰ The FDA previously attempted to regulate tobacco products in 1996 through a rulemaking process, but the Supreme Court ruled in 2000 that FDA did not have the authority, without specific congressional action, to regulate tobacco products.²¹

Under the proposed FDA legislation, all flavorings in cigarettes except menthol would be immediately prohibited, and there would be a process to examine flavorings in other tobacco products such as smokeless tobacco or cigars, which could lead to certain flavorings being prohibited in these products as well. In 2004, FDA legislation passed the U.S. Senate twice but was blocked in the House of Representatives. Identical legislation was reintroduced in March 2005; efforts are ongoing to gain support for and passage of this important legislation.

Also at the federal level, a lawsuit that the Department of Justice (DOJ) brought against the tobacco industry in 1999, concluded in June 2005. On June 27, 2005 the DOJ filed with the court a brief outlining the remedies it is asking the presiding judge to impose on the tobacco companies if she rules in favor of the DOJ. One of the remedies the DOJ is seeking is a prohibition on the sale or distribution of flavored cigarettes.²² Therefore, if the judge rules in favor of the government, and accepts this provision as one of the remedies, all flavorings in cigarettes except menthol would be prohibited.



Kauai Kolada 'Hawaiian Hints of Pineapple and Coconut'
Twista Lime 'A Citrus Tiki Taste Sensation'



“The Aloha State has a well-deserved reputation as a place of purity, health and healing. To associate Hawaii with a product long known for causing death and disease, therefore, is highly offensive to our residents and visitors.”²⁶

Hawaii Governor
Linda Lingle

However, due to the failure to address candy-flavored cigarettes at the federal level, a number of states have introduced bills over the past two years that would prohibit their sale. Nine states introduced bills in 2005 and eight states are currently considering bills in 2006 (see separate charts for more details). Most of these bills deal with flavored cigarettes only, but a few also prohibit the sale of other flavored tobacco products. So far, legislation has not been passed in any state, but 2005 marked only the first year legislation to prohibit candy-flavored cigarettes was introduced in any state. As the public grows more outraged by another blatant attempt by the tobacco industry to market to our children, it is expected that more states will introduce and ultimately pass these laws.

Conclusion

Candy-flavored cigarettes are another cynical attempt by the tobacco industry to recruit “replacement smokers.”²³ Preliminary survey data show these products to be much more appealing to youth, which should serve as a strong warning to policymakers, since approximately 90 percent of smokers begin before they reach the age of 21.²⁴ Advertising for candy-flavored cigarettes also targets youth by using attractive women, hip-hop and other imagery to portray smoking these products as cool. However, cigarettes are still deadly, even when sold in assorted flavors.

Since 1997, youth smoking rates have dropped significantly among 8th, 10th and 12th graders.²⁵ Candy-flavored cigarettes threaten to reverse these gains. Luckily, the solution is quite simple. Most flavorings in cigarettes and tobacco products should be prohibited to reduce their appeal to youth. What is missing, on both the federal and state levels, is the political will to enact such a policy.

Appendix A

Sample Legislation

Below is sample legislation from New York and Minnesota dealing with candy-flavored cigarettes and tobacco products. New York's legislation deals with candy-flavored cigarettes only while Minnesota's deals with both candy-flavored cigarettes and tobacco products. Sample language from other states is available upon request.

NEW YORK:

The legislature hereby finds and declares that there has been a proliferation of flavored cigarettes in recent years. Many of these products have fruit, chocolate or other flavors that are particularly attractive to children. According to public health experts, children are more likely to choose flavored cigarettes when they start smoking, and thus the existence of these products increases the incidence of tobacco use among children. Moreover, the earlier that an individual begins smoking, the more likely he or she will become addicted to tobacco products and will continue to smoke throughout his or her lifetime. As a result, flavored cigarettes result in increased tobacco use, increased addiction, a greater incidence of smoking-related illnesses, increased health care costs, and more smoking-related deaths. The legislature therefore finds and declares that cigarette flavorings present a significant threat to public health, and that the sale of flavored cigarettes must be prohibited.

Article 13-F of the public health law is amended by adding a new section 1399-aaa to read as follows:

1399-AAA. SALE OF FLAVORED CIGARETTES PROHIBITED. 1. NO PERSON SHALL SELL OR OFFER FOR SALE IN THIS STATE ANY CIGARETTE OR ANY COMPONENT PART THEREOF (INCLUDING BUT NOT LIMITED TO THE TOBACCO, PAPER, ROLL OR FILTER), WHICH CONTAINS A NATURAL OR ARTIFICIAL CONSTITUENT OR ADDITIVE THAT CAUSES SUCH CIGARETTE OR ITS SMOKE TO HAVE A CHARACTERIZING FLAVOR FOR THE PURPOSES OF THIS SECTION, THE PHRASE "CHARACTERIZING FLAVOR" SHALL INCLUDE BUT NOT BE LIMITED TO ANY FRUIT, CHOCOLATE, VANILLA, HONEY, CANDY, MINT, COCOA, DESSERT, ALCOHOLIC BEVERAGE, HERB OR SPICE FLAVORING, BUT SHALL NOT INCLUDE TOBACCO OR MENTHOL.

ANY PERSON WHO VIOLATES THE PROVISIONS OF THIS SECTION SHALL BE SUBJECT TO A FINE OF NOT MORE THAN FIVE HUNDRED DOLLARS FOR EACH SUCH VIOLATION. VIOLATIONS OF THIS SECTION SHALL BE ENFORCED IN THE SAME MANNER PROVIDED IN SECTION ONE THOUSAND THREE HUNDRED NINETY-NINE-FF OF THIS ARTICLE.

This act shall take effect one hundred eighty days after it shall have become a law.

MINNESOTA:

The legislature finds that there has been a proliferation of flavored tobacco products in recent years. Many of these products have flavors that are particularly attractive to children. These tobacco products have had flavors such as fruit, chocolate, vanilla, honey, candy, mint, cocoa, dessert, and herb or spice flavorings that are attractive to children. According to survey evidence and public health experts, children are significantly more likely than adults to choose flavored cigarettes. In addition, product names for flavored tobacco products are similar to product names for candy, drinks, and other products directly marketed to children. Thus, the sale and distribution of these flavored tobacco products increase the incidence of tobacco use among children.

Sec. 2. [325F.782] [FLAVORED CIGARETTES; TOBACCO PRODUCTS; SALES.] [DEFINITIONS.] For purposes of this section, the following terms have the meanings given them:

- (1) “characterizing flavor” means a distinguishable taste or aroma, other than tobacco, menthol, or clove, imparted either prior to or during consumption;
- (2) “chewing tobacco” means loose tobacco or a flat compressed cake of tobacco that is inserted into the mouth;
- (3) “component parts” includes, but is not limited to, the tobacco, filter, or paper in a cigarette or cigar;
- (4) “constituent” includes a smoke constituent;
- (5) “smokeless tobacco” means chewing tobacco or tobacco snuff; and
- (6) “tobacco snuff” means a small amount of shredded, powdered, or pulverized tobacco that may be inhaled through the nostrils, chewed, or held in the mouth of an individual user.

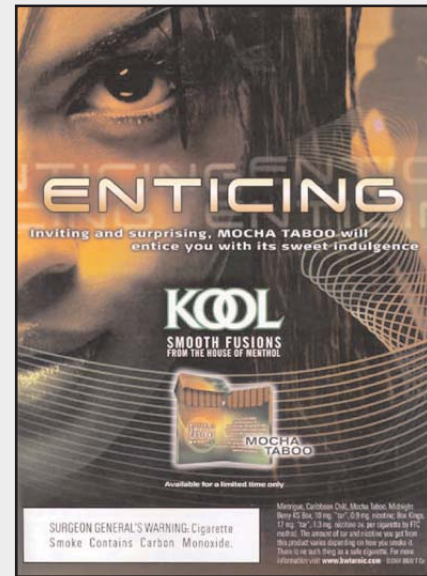
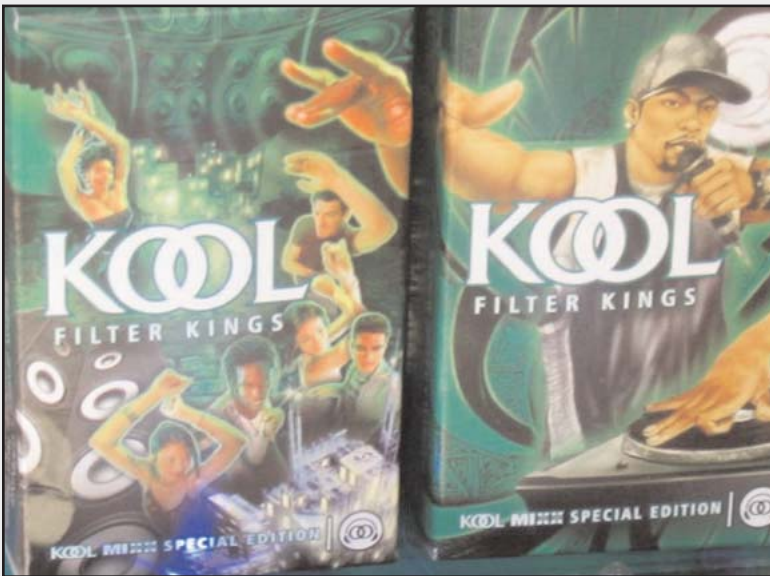
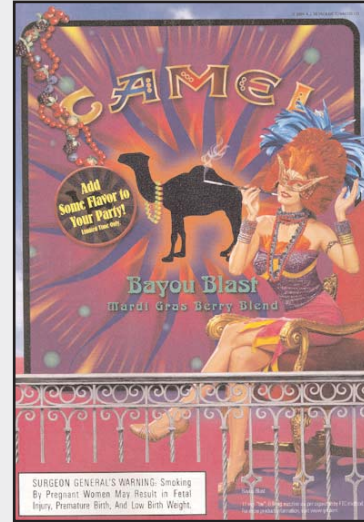
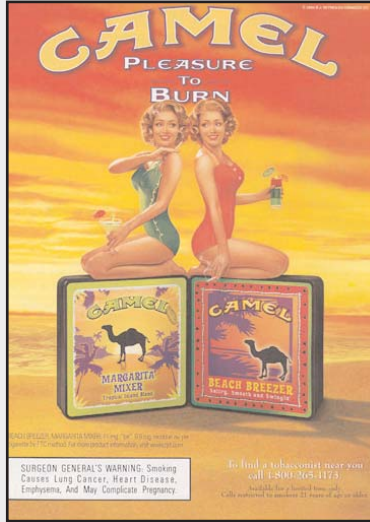
Subd. 2. [PROHIBITION.] No person shall sell, distribute, or offer for sale in this state or to any person in this state any cigarette, cigar, smokeless tobacco product or any component part thereof containing a natural or artificial constituent or additive that causes the cigarette, cigar, or smokeless tobacco product to have a characterizing flavor.

Subd. 3. [REMEDIES.] The attorney general may institute a civil action in the name of the state of Minnesota in the district court for an injunction prohibiting a violation of this section. The court, upon notice to the defendant of not less than five days, and upon proof that the defendant has violated this section, may enjoin further sale or distribution by the defendant. The court may impose a civil penalty in an amount not to exceed \$5,000 for each violation. The attorney general may recover costs and disbursements, including costs of investigation and reasonable attorney fees. Nothing in this section precludes the state or any other person from pursuing any other claims, remedies, or actions available by law.

Sec. 3. [EFFECTIVE DATE.] Section 2 is effective the day following final enactment.

Appendix B

Select Advertising for Flavored Cigarettes



From left to right: TOP 1) Winter MochaMint - "A Chilly Blast of Peppermint and Mocha", and Warm Winter Toffee - "A Swirl of Sweet Indulgence"
 2) Margarita Mixer - "Tropical Island Blend", and Beach Breezer - "Sultry, Smooth and Swingin' " 3) Bayou Blast - "Mardi Gras Berry Blend"
 BOTTOM 4) KOOL MIXX Special Edition 5) KOOL MIXX Mocha Taboo

Notes

- 1 “Special Report: Big Tobacco Still Targeting Kids,” Campaign for Tobacco Free Kids, September 2004, available at: <http://tobaccofreekids.org/reports/targeting/>.
- 2 Substance Abuse and Mental Health Services Administration. (2005). Results from the 2004 National Survey on Drug Use and Health: National Findings (Office of Applied Studies, NSDUH Series H-28, DHHS Publication No. SMA 05-4062). Rockville, MD.
- 3 The Health Consequences of Smoking: A Report of the Surgeon General. U.S. Dept. of Health & Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2004; & Centers for Disease Control and Prevention. Annual Smoking-Attributable Mortality, Years of Potential Life Lost and Productivity Losses—United States, 1997-2001. *Morbidity and Mortality Weekly Report (MMWR)* 2005;54:625-628.
- 4 Reid, JR. A History of Mentholated Cigarettes: This Spud’s for You. *Recent Advances in Tobacco Science*, 19:71-84, 1993.
- 5 For an interesting document on menthol cigarettes see: The Growth of Menthols 330000 – 770000. 1978. Brown & Williamson Tobacco Company. Bates No. 670586709/6785, Available at: <http://legacy.library.ucsf.edu> . Accessed May 19, 2005.
- 6 U.S. Federal Trade Commission. Cigarette Report for 2002. October 2004. Available at: <http://www.ftc.gov/reports/cigarette/041022cigaretterpt.pdf>
- 7 U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups - African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. 1998.
- 8 These documents can be accessed in several different ways. The way I accessed them is through the Legacy Tobacco Documents Library, an online library of tobacco industry documents maintained by the University of California – San Francisco, which is available at: <http://legacy.library.ucsf.edu> .
- 9 For an interesting document on early efforts on flavored cigarettes, see: Frank D, Riehl T. Cigarettes with Recognizable Flavors – A Review. Brown & Williamson Tobacco Company. April 10, 1972. Bates No. 621618728/8738. Available at: <http://legacy.library.ucsf.edu> . Accessed May 19, 2005.
- 10 Carpenter CM, Wayne GF, Connolly GN. Designing Cigarettes for Women: New Findings from the Tobacco Industry Documents. *Addiction*, 100(6):837-851, June 2005.
- 11 Camel Exotic Blends, Exotic by Birth. R.J. Reynolds Tobacco Company. 2000. Bates No. 524229608/9615. Available at: <http://legacy.library.ucsf.edu> . Accessed May 19, 2005.
- 12 The New Camel Exotic Blends – Cinnzabar, Izmir Stinger, Basma. R.J. Reynolds Tobacco Company. August 23, 2000. Bates No. 525090316/0322. Available at: <http://legacy.library.ucsf.edu> . Accessed May 19, 2005.
- 13 Ibid.
- 14 U.S. Department of Health and Human Services. Tobacco Use Among U.S. Racial/Ethnic Minority Groups - African Americans, American Indians and Alaska Natives, Asian Americans and Pacific Islanders, and Hispanics: A Report of the Surgeon General. 1998.
- 15 Press Release: National African American Tobacco Prevention Network Demands That “Kool’s” Stop Targeting The Hip-Hop Generation, National African American Tobacco Prevention Network, March 23, 2004.
- 16 Camel Exotic Blends, Exotic by Birth. R.J. Reynolds Tobacco Company. 2000. Bates No. 524229608/9615. Available at: <http://legacy.library.ucsf.edu> . Accessed May 20, 2005.
- 17 Mark Johnson, *Lawmakers Seek Ban on Flavored Cigarettes*, the Associated Press, May 11, 2005.
- 18 Gemma JL. Results of MDM Committee Meeting – August 13, 1985. August 16, 1985. Bates No. 505520121/0126, Available at: <http://legacy.library.ucsf.edu> . Accessed June 23, 2005.
- 19 Marketing Innovations Inc. Project Report. Youth Cigarette – New Concepts. September 1972. Bates No. 170042014. Available at: <http://legacy.library.ucsf.edu> . Accessed June 23, 2005.
- 20 Centers for Disease Control and Prevention. Annual Smoking-Attributable Mortality, Years of Potential Life Lost and Productivity Losses – United States, 1997-2001. *Morbidity and Mortality Weekly Report (MMWR)* 2005;54:625-628.
- 21 See FDA v. Brown & Williamson Tobacco Corp., decided 3/21/2000; available at: <http://www.findlaw.com/casecode/supreme.html> , click on the link to “2000 Decisions” and look for the specific case.
- 22 U.S. v. Philip Morris et al., *[Proposed] Final Judgment and Order*, United States District Court for the District of Columbia, Civil Action No. 99-CV-02496 (GK), June 27, 2005, Available at: <http://www.tobaccofreekids.org/pressoffice/6.27.05.remedy.order.pdf>
- 23 “Replacement smoker” is a term used to describe the process of recruiting young smokers to replace the older smokers as they die from tobacco-related illnesses.
- 24 Mowery PD, Brick PD, Farrelly MC. Legacy First Look Report 3. Pathways to Established Smoking: Results from the 1999 National Youth Tobacco Survey. Washington DC: American Legacy Foundation, October 2000.
- 25 Monitoring the Future Survey, University of Michigan, December 2004. Available at: <http://www.monitoringthefuture.org/data/04data.html#2004data-cigs>
- 26 Letter from Hawaii Governor Linda Lingle to Andrew Schindler, President and CEO R.J. Reynolds Tobacco Holdings Inc., August 3, 2004.

Beginning its second century, the American Lung Association works to prevent lung disease and promote lung health. Lung diseases and breathing problems are the leading causes of infant deaths in the United States today, and asthma is the leading serious chronic childhood illness. Smoking remains the nation's leading preventable cause of death. Lung disease death rates continue to increase while other leading causes of death have declined.

The American Lung Association has long funded vital research on the causes of and treatments for lung disease. It is the foremost defender of the Clean Air Act and laws that protect citizens from secondhand smoke. The Lung Association teaches children the dangers of tobacco use and helps teenage and adult smokers overcome addiction. It educates children and adults living with lung diseases on managing their condition. With the generous support of the public, the American Lung Association is "Improving life, one breath at a time."

For more information about the American Lung Association or to support the work it does, call 1-800-LUNG-USA (1-800-586-4872) or log on to www.lungusa.org.



Improving Life, One Breath at a Time