



December 14, 2011

Allen H. (Bud) Selig, Commissioner  
Major League Baseball  
777 East Wisconsin Avenue, Suite 3060  
Milwaukee, Wisconsin 53202

Michael Weiner, Executive Director  
Major League Baseball Players Association  
12 East 49th Street, 24th Floor  
New York, NY 10017

Dear Commissioner Selig and Mr. Weiner:

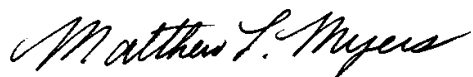
We are writing to thank you for your leadership during the recent contract negotiations that resulted in an agreement to limit the use of smokeless tobacco. As you know, we supported a prohibition on the use of smokeless tobacco by players and staff at games and on camera.

While we were disappointed that a more comprehensive prohibition was not part of the final contract agreement, we are encouraged by the provisions that it did include. We recognize they reflect your commitment to addressing this important health issue and your understanding of the tremendous impact that tobacco use by players has on young fans. In addition to moving forward with the provisions in the contract, we urge you to actively encourage players to voluntarily eliminate their use of smokeless tobacco at games.

As we have already indicated, we stand ready to help you implement the public service campaign, tobacco education program for your players and the new MLBPA center on cessation, and would be happy to sit down with you to discuss ways to ensure that the agreement results in substantial long term change that benefits the players, your fans and baseball. Please contact us through Matthew Myers at the Campaign for Tobacco-Free Kids at 202-296-5469 or [mmyers@tobaccofreekids.org](mailto:mmyers@tobaccofreekids.org). We look forward to working with you to eliminate the use of smokeless tobacco in major league baseball.

**[SIGNATURES ON FOLLOWING PAGE]**

Sincerely,



Matthew L. Myers  
President  
Campaign for Tobacco-Free Kids



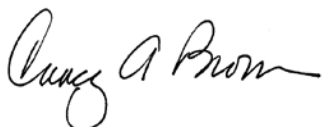
O. Marion Burton, MD, FAAP  
President  
American Academy of Pediatrics



John R. Seffrin, Ph.D.  
CEO  
American Cancer Society



Raymond Gist, D.D.S.  
President  
American Dental Association



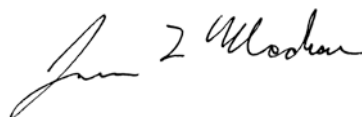
Nancy A. Brown  
Chief Executive Officer  
American Heart Association



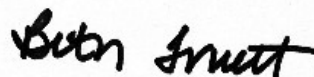
Cheryl Heaton  
President and Chief Executive Officer  
Legacy



Charles D. Connor  
President and Chief Executive Officer  
American Lung Association



James L. Madara, MD  
Chief Executive Officer & Executive Vice  
President  
American Medical Association



Beth Truett  
President and CEO  
Oral Health America



Risa Lavizzo-Mourey, M.D., M.B.A.  
President and CEO  
Robert Wood Johnson Foundation