



Tobacco-Free Onondaga County

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www.tobaccofreeonondaga.org

Dear Business Owner:

I am writing to encourage you to remove tobacco signage from your store. Every year tobacco companies spend 15 billion dollars on advertising; advertising which targets Onondaga county youth.

Tobacco-Free Onondaga County (TFOC) has been working collaboratively with business owners for over four years. We fully realize the pressures large and small business' face today to maintain their operations. Tobacco companies can offer financial incentives that seem very attractive in today's economy.

We ask you to consider this personal decision to commit to keeping tobacco messaging away from Onondaga county youth. The fact remains that tobacco companies are targeting youth to gain new customers and are using advertising at your store to do so. I ask that you help us reach our goal of increasing the number of Onondaga county tobacco retailers joining in this project.

Tobacco-Free Onondaga County has many opportunities throughout the year to celebrate the efforts of our participating storeowners. If you choose to take action and commit to reduce, rearrange, or remove your tobacco advertising you could be included in TFOC recognition activities. In the past these activities have included: billboards, newspaper articles, television and radio advertisements, and an invitation to our Annual Recognition Event, which has been featured on local television stations.

I ask that you seriously consider joining your 45 fellow storeowners by signing and returning the "Commitment to Our Community" form. If you do choose to sign the commitment, please indicate which items you would like to receive on the enclosed order form. This is our way of thanking you for taking this important step in protecting the youth in your community.

Please find the time within the next few weeks to sign and return your commitment form and return it in the pre-addressed pre-paid envelope provided for you. We hope we can count on you to take this step and participate in this effort as we work together towards creating a healthy and tobacco-free community.

Sincerely,

Jenny Dickinson
Tobacco-Free Onondaga County