



# Why they don't belong in youth-rated movies, period.



**Nearly 20% of 11th Graders smoke.**

And a decade's worth of research says smoking on screen is the single biggest reason.

Tell the CEOs of Disney, General Electric, News Corp., Sony, Time Warner and Viacom to get smoking out of the G, PG and (mainly) PG-13 movies that young people see most: *Clip and mail each of the messages below.*

Last year, mainstream movies delivered 6.6 billion tobacco impressions to theater audiences of all ages.

This is your chance to make six equally lasting impressions of your own.



**Smoking in movies kills in real life.**



**Philippe F. Dauman, Viacom**  
1515 Broadway, New York, NY 10036

Dear Mr. Dauman:

In the last nine years, Paramount's kid-rated movies have delivered 2.5 billion tobacco impressions to theater audiences in the U.S. alone. No more excuses. Clear smoking from Viacom's G, PG and PG-13 films starting now.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Jeffrey L. Bewkes, Time Warner**  
1 Time Warner Center, New York, NY 10019

Dear Mr. Bewkes:

In the last nine years, Warner Bros' kid-rated movies have delivered 6 billion tobacco impressions to theater audiences in the U.S. alone. No more excuses. Clear smoking from Warner's G, PG and PG-13 films starting now.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Robert A. Iger, The Disney Company**  
500 S. Buena Vista Street, Burbank, CA 91521

Dear Mr. Iger:

In the last nine years, Disney's kid-rated movies have delivered 3.7 billion tobacco impressions to theater audiences in the U.S. alone. No more excuses. Clear smoking from Disney's G, PG and PG-13 films starting now.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Jeffrey R. Immelt, General Electric**  
3135 Easton Turnpike, Fairfield, CT 06828

Dear Mr. Immelt:

In the last nine years, Universal's kid-rated movies have delivered 4 billion tobacco impressions to theater audiences in the U.S. alone. No more excuses. Clear smoking from GE's G, PG and PG-13 films starting now.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**K. Rupert Murdoch, News Corporation**  
1211 Sixth Avenue, Fl. 8, New York, NY 10036

Dear Mr. Murdoch:

In the last nine years, Fox's kid-rated movies have delivered 2.6 billion tobacco impressions to theater audiences in the U.S. alone. No more excuses. Clear smoking from News Corp.'s G, PG and PG-13 films starting now.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

**Howard Stringer, Sony Corporation**  
550 Madison Avenue, New York, NY 10022

Dear Mr. Stringer:

In the last nine years, Sony's kid-rated movies have delivered 6.4 billion tobacco impressions to theater audiences in the U.S. alone. No more excuses. Clear smoking from Sony's G, PG and PG-13 films starting now.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_