



HEART &
STROKE
FOUNDATION
OF BC & YUKON

Finding answers. For life.

#200 – 1212 W Broadway Vancouver BC V6H 3V2
T 604.736.4404 F 604.736.8732
www.heartandstroke.bc.ca

THE  LUNG ASSOCIATION™
British Columbia
CURES | CLEAN AIR | SMOKEFREE KIDS www.bc.lung.ca

2675 Oak St Vancouver BC V6H 2K2
T 604.731.5864 F 604.731.5810
www.bc.lung.ca

April 24, 2009

Michael White
Managing Editor
Westender
#280 – 1770 Burrard St
Vancouver BC V6J 3G7
email: editor@westender.com

Dear Michael:

SUBJECT: Tobacco Advertisements in the *Westender*

The Heart and Stroke Foundation of B.C. & Yukon and the BC Lung Association, which make up the Clean Air Coalition of B.C., want to bring to your attention our concerns regarding tobacco ads appearing in the *Westender*.

The health risks of cigarette smoking and exposure to second-hand smoke are extensive, well documented and irrefutable. Tobacco use is still the biggest public health problem in British Columbia. It is responsible for 6,000 deaths in British Columbia each year, an average of 16 people each day. Tobacco use continues to claim more years of life and generate more in health care costs than any other known behaviour or product, not only for those who use it, but also for those that are exposed to its deadly toxins.

Today, there are very few ways for the tobacco industry to advertise and promote their products in Canada. However, a loophole exists in federal tobacco control legislation that permits advertising in magazines with over 85% adult readership. So, the tobacco industry exploits this loophole by targeting magazines willing to accept their dirty money.

Does the *Westender* want to be known as a company that takes money from an industry that knowingly promotes products that when used as intended will lead to the death of half of its users? By printing these ads, the *Westender* is helping to normalize the use of a product - even encourage it – that has destructive health consequences.

We strongly encourage you to consider stop running these ads.

Sincerely,

Jack Boomer
Director, Clean Air Coalition of B.C.
www.cleanaircoalitionbc.com