



Smokefree Educational Services

Incorporated

375 South End Avenue, Suite 32F
New York, NY 10280

Joseph W. Cherner, President

Phone: (212) 912-0960

Fax: (212) 488-8911

October 22, 1990

Dear Smokefree Advocate:

November 15th is the American Cancer Society's Great American Smokeout. To coincide with that event, Smokefree Educational Services will be picketing at Madison Square Garden to protest Virginia Slims sponsorship of women's tennis. Your participation would be especially appreciated. I am enclosing a copy of the flyer that we will be handing out to tournament goers and passers-by, and a collage of placards that we will be carrying.

The tennis matches begin in the evening, and so we will picket on both the evening of the 14th and the evening of the 15th. We will carry placards and distribute literature explaining why tobacco and sports don't mix.

Please cut off and return the rally form at the bottom of this letter. Madison Square Garden is located on 7th Avenue, between 31st and 33rd street. We hope to see you there.

WHAT: Rally to protest Virginia Slims sponsorship of women's tennis
WHERE: Madison Square Garden, 7th Avenue between 31st and 33rd streets
WHEN: November 14th, 4:30pm to 5:30pm (matches start at 5:00pm)
November 15th, 5:30pm to 6:30pm (matches start at 6:00pm)

Sincerely,

Joseph W. Cherner
Joseph W. Cherner

Note: We work very closely on many events with the American Cancer Society. They are a great organization. Unfortunately, the American Cancer Society does not picket, protest, or demonstrate. Therefore, they cannot sponsor our protest or make it part of their smokeout activities. We will continue to urge them, however, to become more aggressive in the future.

Name _____ Phone _____

- _____ I would like to carry a placard at the rally.
_____ I would like to give out flyers at the rally.
_____ I cannot attend the rally this time, but I am interested in future rallies.
_____ I prefer not to participate in rallies.

WARNING: Secondhand smoke causes disease, including lung cancer.