



# PCS DATA PROCESSING, INC.

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February 9, 1993

Ms. Anne Person-Worcester  
Managing Director  
Women's International Professional  
Tennis Council  
215 Park Avenue South  
New York, NY 10003

Dear Ms. Person-Worcester,

I believe that womans tennis should drop the Virginia Slims sponsorship for the following reasons:

- Tobacco kills 434,0000 Americans each year and costs taxpayers \$65 billion per year in health care and lost productivity.
- Lung cancer surpassed breast cancer in 1986 as the #1 cancer killer of women.
- It's illegal to advertise cigarettes on television (Virginia Slims banners are situated in the most televised camera angle of women's tennis).
- It's illegal to sell cigarettes to children (women's tennis attracts large number of young spectators).
- Many of women's tennis' top ranked players are too young to legally purchase Virginia Slims cigarettes.
- Tobacco companies cannot use athletes in their ads (Virginia Slims' sponsorship makes it seem like the athletes endorse smoking).
- The Secretary of Health & Human Services has called for an end to tobacco sponsorship of sports.

Thank you for your urgent attention to this matter.

Sincerely,  
PCS DATA PROCESSING, INC.

Bert Rodd  
Executive Vice President

BR: kw