



CAMPAIGN for TOBACCO-FREE Kids

March 13, 1998

Mr. George Gerbner
University City
Science Center - One East
3508 Market Street
Philadelphia, PA 19104

Dear George:

It is my pleasure to invite you to attend our **1998 Youth Advocate of The Year Awards Celebration**. Ben Cohen, co-founder of Ben & Jerry's Ice Cream, is Chairman of the event, which will recognize outstanding young tobacco-control activists -- young people who have distinguished themselves as leaders among thousands of kids working to protect their peers, their communities and the nation from tobacco addiction and tobacco-caused disease.

The Youth Advocate of the Year Awards Celebration will take place on Thursday, April 30 at the historic National Building Museum in Washington, D.C. The evening will begin with a cocktail reception at 6:30 p.m., followed by dinner at 7:30. This will be a very special evening, and I know you will enjoy it. It's a fun occasion with a serious purpose -- to stand up for kids who stand up to tobacco. Home Box Office (HBO) is producing a special video highlighting the accomplishments of our award winners, which will premiere at the Celebration.

America's kids are powerful advocates. They understand the dangers of tobacco, and when they speak out, their schools, communities, the media and political leaders take note. These are youngsters who make a difference. All our award winners, national and regional, will represent the CAMPAIGN as advocates. Past winners have appeared on network TV, participated with the President in White House events, spoken at press conferences and met with members of Congress.

Last year, Anna Markee, a 16-year-old from Tacoma, Washington was named our national Youth Advocate of the Year. Anna played a vital role in passing the Tacoma board of health's "Truth in Tobacco Advertising" resolution to restrict outdoor tobacco advertising. She also organized a community leaders reception, inviting policy makers to hear her concerns about tobacco advertising and the severity of the local problem. Anna has since become the youth spokesperson for Tobacco-Free Washington and for our national CAMPAIGN.

In addition to the youth awards, last year we gave special recognition to Dr. David Kessler for his leadership in asserting jurisdiction by the FDA over tobacco and nicotine. This year our special awardee will be Dr. John Seffrin, CEO of the American Cancer Society. John is a true champion in the Tobacco Wars.

George, I hope that you will support our CAMPAIGN by attending and also by sponsoring the event. We have a variety of sponsorship levels with accompanying benefits for you to choose from:

Benefactor - \$25,000

Sponsors will receive a dinner table for ten, a full page ad in the event program, as well as an opportunity to provide information and/or an item in our complimentary gift package to be given to all attendees. One of our award winners and his/her chaperone will be seated at tables hosted by our *Benefactor Sponsors*.

Patron - \$10,000

Sponsors will receive a dinner table for ten, a half page ad in the event program, as well as an opportunity to provide information and/or an item in the event's complimentary gift package for all attendees.

Friend - \$5,000

Sponsors will receive a dinner table for ten, listing in the event program, and an opportunity to provide information or an item in the event's complimentary gift package.

Sponsor - \$2,500

Sponsors will receive a dinner table for ten and listing in the event program.

Individual tickets for the event are available for \$250.

George, please participate in this important evening. The problem of tobacco use at the end of the 20th century in America is the most intriguing and important social, political and economic issue in the nation. Join us as we honor the savvy, eager, creative and spirited kids who are leading the way in demanding tobacco-free lives and healthier futures. We need and appreciate your support.

A formal invitation and response card for the Celebration will be mailed to you in the next week to ten days. Please call Clarice Taylor or me in the meantime if you have any questions. I look forward to seeing you on April 30th.

Sincerely,



William D. Novelli
President

Hope all is
well, George