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Press Release

Ban tobacco advertising now! Members of the German Parliament paste over tobacco ad

Today two members of the German Parliament pasted over an advertising poster in Potsdam as part of a protest action of Forum Rauchfrei (Forum Smokefree). The act aimed at underlining the demand for a long overdue comprehensive ban of all forms of tobacco advertising, promotion and sponsorship in Germany.

Lothar Binding, Member of the German Bundestag, SPD (Social Democratic Party): “A comprehensive ban of tobacco advertising is long overdue. Germany has bound itself in an international treaty in 2005 to ban all tobacco advertising. Unfortunately Germany has been ignoring this treaty until today because the tobacco lobby apparently is massively lining up against such a ban in the political circles in Berlin. We have to act now to prevent the further death from smoking of more than 100,000 people in Germany each year.”

Kathrin Vogler, Member of the German Bundestag, Die Linke (The Left): “If you want to protect children from being sneakily manipulated by tobacco companies you must put a strict stop to tobacco advertising in public spaces. Nicotine dependency is a health risk which 110,000 people in Germany fall victim to each year. Germany must finally implement the WHO convention on tobacco control!”

Johannes Spatz, Forum Rauchfrei: “We call for a complete advertising ban for tobacco products not only in public places and cinemas but also at points of sale like kiosks or tobacco retailers. Every second smoker dies from this addiction. A government which allows tobacco being advertised bears part of the blame for this. The federal government should take the draft bill presented by the former minister for agriculture Ilse Aigner out of the drawer and submit it to the vote of the parliament.”

Giovanni Schulze of the Amt für Werbefreiheit und gutes Leben (Department for Freedom from Advertising and Good Living), which advocates for pushing back advertising: “Outdoor advertising confines our freedom because we can’t evade it. Less advertising posters amount to greater freedom.”