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## Press Release

### Opposing hypocritical youth protection dialogue of British American Tobacco

Forum Rauchfrei is calling a demonstration against the so-called "Youth Protection Dialogue" of British American Tobacco (BAT). The demonstration will begin at 8:30 a.m. on 12 September directly in front of the meeting place of the event at Friedrichstrasse 169/170.

Time: Tuesday, 12 September 2006, 8:30 to 10:00  
Place: Friedrichstrasse 169/170, 10717 Berlin-Mitte

According to Johannes Spatz, spokesman for Forum Rauchfrei, "Through this PR event BAT is trying to improve its image and to appear as a respectable representative of society in the current debate about smoking bans. Forum Rauchfrei is protesting against the event," says Spatz, "because BAT speaking of youth protection is pure cynicism."

The event to which members of the Bundestag have also been invited is not open to the public. BAT alleges that the protection of children and youth is "a particularly great concern" of the company. Yet the opposite is the case. Almost all adult smokers became addicted to tobacco consumption in their early youth. Through its advertising targeting children and youth, BAT seduces them to take up smoking. Numerous examples exist of billboards designed to portray the yearnings of young people in order to motivate this particular group to smoke. BAT regularly advertises its Lucky Strike brand without making reference to the health risks of smoking. If it doesn't succeed in continually making new generations of children and young people nicotine-dependent, BAT also knows that its future consumer base will dwindle.

One can also judge just how important the protection of children and youth is to BAT by its massive support of the Restaurant Association (DEHOGA) which seeks to avoid a smoking ban in restaurants. The alleged goal of BAT to protect children and youth is revealed as a lie when BAT thus contributes to children and youth being exposed to the health dangers of passive smoke in restaurants.