

OPEN LETTER TO RESIDENTS of OKLAHOMA

Dear Professional Bull Riders, Inc. (PBR):

Attention Randy Bernard~CEO of PBR and Ty Murray~PBR President

I am writing to urge you to eliminate the presence of ALL tobacco sponsors and messages during your bull riding events. Professional bull riding has moved into ranks of world-class sports and the eyes of the public are now fixed on the PBR athletes, who serve as heroes and role models for youth across the United States. Simply put, children emulate the actions of adults they admire, copying their habits-both good and bad.

I have been involved with the sport of bull riding for over 20 years as an announcer, broadcast and print journalist, radio personality, spectator and, most recently, as a spokesperson for Buck Tobacco Sponsorship's National Tobacco-Free Rodeo Project.

The Buck Tobacco program targets rodeos and bull riding events throughout the country with requests to eliminate tobacco sponsorship. (www.bucktobacco.org).

I have visited with over 150,000 children across the country to talk with them about the sport of bull riding, along with the importance of leading a healthy lifestyle. Tobacco is not part of a healthy lifestyle and should not be part of bull riding.

Numerous churches, schools and community organizations across the country are joining me in the pledge to support a tobacco-free PBR. Many of these individuals regularly attend PBR events with their children, and are disturbed by the tobacco messaging that is reaching kids at your otherwise family-friendly event.

Would you encourage or allow your child to use tobacco products? Medical research chronicles the increased likelihood of heart disease and cancer as a result of the use of tobacco products. Keep in mind that somebody's child will be in the stands during each bullriding event. I think it is clear that PBR cowboys are, in fact, role models to kids.

In partnership with Oklahoma Students Working Against Tobacco (SWAT) and many others, I am personally committed to working with you and your leadership committee to ensure that PBR is held in the highest regard as an outstanding public sports event.

I am officially asking you to discontinue accepting tobacco sponsorship for PBR events. Let's make PBR an event that can be enjoyed by families - without the presence of tobacco messages, sponsorships or on-site sampling of tobacco products.

In Service to Kids and Cowboys,

"Cowboy Ted" Hallisey

www.cowboyted.com

Spit Tobacco Talking Points

I suggest that the MEDIA pose the following questions to PBR and local event organizers.

1. How do you justify promoting or giving away Spit Tobacco, which has been found to contain 28-CANCER causing agents?
2. Spit Tobacco users are 50-times more likely to get oral Cancer than non-users. Why do you promote tobacco at your events?
3. Organized Rodeo began in 1888 in Prescott, Arizona - Tobacco companies have officially been involved since 1986 - why do they claim to be part of rodeo/bullriding after such a short time?
4. Why are you exposing Tobacco products and logos to youth during the rodeo/bullriding event?
5. Why does spit tobacco add dangerous chemicals like formaldehyde (embalming fluid) cadmium (used in car batteries) and polonium 210 (form of nuclear waste) to their product?
6. There is increasing evidence that spit-tobacco leads to a higher incidence of high blood pressure & heart disease - why are you still promoting tobacco products to the public?
7. How much sponsor money is tobacco companies paying PBR to display their tobacco product?
8. There are no verifiable benefits to tobacco products - why do you promote it during your event?

Question to Randy Bernard - How do you justify this tobacco deal to your own children?

Question to Ty Murray - You mention Larry Mahan's influence on your life as a kid - in your autobiographical books - don't you have that same influence with kids in your role as KING OF THE COWBOYS today?

Cowboy Ted Hallisey
Cowboy Ted's Foundation For Kids
www.cowboyted.com