

To all New Zealanders

The tobacco industry has a problem. Each year nearly 5000 of its best Kiwi customers die from tobacco related diseases. To keep its profits pouring in the tobacco industry needs new smokers to replace them. The average age of these 'replacement smokers' is just 14 years of age. Most forms of tobacco advertising were eliminated in New Zealand in 1990 with one major exception – tobacco 'powerwalls'. Cigarettes can still be openly promoted at the check-out in thousands of convenience stores, petrol stations and supermarkets around the country. We need your help to end this insidious form of tobacco marketing. Please act now.

***What can you do to end tobacco marketing to children?***

**WATCH THIS:**

Watch our new documentary 'Out of Sight - Out of Mind'.

Go to: <http://www.protectourchildren.org.nz/index.php?id=996>

**SEND THIS:**

Send a letter or email to NZ's political leaders asking them to take action.

Go to: <http://www.protectourchildren.org.nz/index.php?id=974>

**ORGANISE THIS:**

Organise a community event to screen the full version of the DVD.

Go to: <http://www.protectourchildren.org.nz/index.php?id=1008>

**READ THIS:**

Visit our website to learn more about our campaign to get tobacco out of sight in shops.

Go to: <http://www.protectourchildren.org.nz/>

**FORWARD THIS:**

Forward this email to your friends, family and colleagues encouraging them to help us make smoking history.

*Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has. - Margaret Mead*

Best wishes

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