

Coalition québécoise pour le contrôle du tabac

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NEWS RELEASE

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NEWSPAPER AD TARGETS QUEBEC MEMBERS OF PARLIAMENT

Montreal – A Coalition representing 500 health, municipal, educational and community organizations in Quebec today challenged Quebec Members of Parliament to reconsider their efforts to weaken and delay the proposed federal tobacco legislation.

A full-page ad running in today's *La Presse* fingers Hon. Martin Cauchon, Raymond Lavigne, Nick Discepola and Pauline Picard as the most outspoken MPs on the issue.

« Quebec MPs who are opposing Bill C-71 are undermining the health of Quebecers. » says **Louis Gauvin, Spokesperson of the Quebec Coalition for Tobacco Control**. « While their intentions may seem innocuous, their actions clearly jeopardize public health. »

In appealing to MPs, the ad exposes the misinformation campaign orchestrated by the tobacco manufacturers and their allies over the past ten days.

« These MPs have bought into a slick public relations campaign orchestrated by the tobacco companies. This campaign is based on myths which the ad is attempting to expose. We want to tell them what the tobacco industry would prefer they do not know. » said Gauvin.

« Now that these MPs have the facts, they will be making a conscious decision: Will they choose to protect the health of their constituents, or the narrow economic interests of tobacco manufacturers? »

Gauvin added: « the real purpose of the tobacco industry's last-minute scare campaign is to create more delays and to buy enough time to kill the legislation before the next federal election – and, unfortunately, it seems as if many MPs are playing right into their hands.

« Our message to the MPs is simple, » concluded Gauvin. « No delays. No concessions. Show your concern for the health of your province. Support swift passage of the tobacco legislation. »

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