



INVITATION – Press conference

Plain and standardized tobacco packaging:

The Honourable Nicola Roxon to share Australian experience

Ottawa, September 20th 2016 – Canadian and provincial health groups are proud to invite journalists to meet the **Honourable Nicola Roxon, former Health Minister and former Attorney General of Australia**. As Health Minister, Ms. Roxon introduced the first plain and standardized tobacco packaging legislation in the world and in her capacity as Attorney-General successfully defended the industry's challenge to the law before **Australia's High Court**.

The introduction of plain packaging of tobacco products in Canada is part of the **Liberal Party's** 2015 election platform, as well as the **Prime Minister's** [mandate letter to the Health Minister](#). On **World No Tobacco Day** (May 31st), **Canada's Health Minister Jane Philpott** [launched a Health Canada consultation](#) on "Plain and Standardized Packaging of Tobacco Products" that ended August 31st.

Coinciding with the end of these consultations, tobacco manufacturers and [their front groups](#) have unleashed a series of ads, public statements and other initiatives to oppose the measures. Statements by [Rothmans, Benson & Hedges](#), [JTI-Macdonald](#), [Imperial Tobacco Canada](#) deceptively warn that plain packaging "will lead to an increase in Canada's already rampant illicit tobacco production and trade, as indicated by the experience in Australia"¹. As well, both the [Canadian Convenience Store Association](#) and [JTI-Macdonald](#) have launched an awareness or mobilization campaign to galvanize opposition across the country.

Ms. Roxon welcomes the opportunity to share her insights about plain packaging with Canadian reporters, as well as set the record straight regarding the vast array of misinformation pertaining to the "Australian experiment" propagated by the tobacco industry, including claims about its impacts on smoking rates, contraband in addition to various legal/trade issues.



Press conference with Nicola Roxon :

Thursday September 22nd at 10h30

Amphitheater of the National Press Building Office, 150 Wellington Street, Ottawa

(Please contact us ahead of time to set up interviews for Thursday and Friday)*

Ms. Roxon will be accompanied by the **Quebec Coalition's** spokesperson, **Flory Doucas**, and by **Rob Cunningham**, senior policy analyst at the **Canadian Cancer Society**.

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Information:

Flory Doucas, co-director and spokesperson, QCTC, 514 598-5533; cell: 514 515-6780, email: fdoucas@cqct.qc.ca



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¹ **Imperial Tobacco**, press release, September 1st 2016. <http://www.newswire.ca/fr/news-releases/federal-governments-plain-tobacco-packaging-proposal-is-unlawful-and-flawed-imperial-tobacco-canada-591986571.html>