



Why is the  
**Colorado  
Restaurant  
Association**  
feeding us  
**tobacco  
industry lies?**

[www.gaspforair.com](http://www.gaspforair.com)



For years, tobacco companies have tried to get us to swallow

cooked-up claims that going smoke-free hurts bars and restaurants. But Big Tobacco realized its fishy statistics just left a bad taste in our mouths.

In a once-secret industry document, a Philip Morris executive admits that

Big Tobacco's economic arguments "simply had no credibility with the public, which isn't surprising when you consider our dire predictions in the past rarely came true."<sup>1</sup>

So Big Tobacco hides its opposition to smoke-free policies by using front groups – most notably statewide restaurant associations. In Colorado, Philip Morris has funneled thousands of dollars to the Colorado Restaurant Association – and even identified the

group's president, Pete Meersman, as a "behind the scenes supporter" in a 1998 internal document.<sup>2</sup>

It's time the Colorado Restaurant Association stopped serving up these half-baked claims while Big Tobacco picks up the tab.

**To learn even more about Big Tobacco's menu of dirty tricks, visit [www.gaspforair.org](http://www.gaspforair.org).**

<sup>1</sup> [tobaccodocuments.org/landman/177782.html](http://tobaccodocuments.org/landman/177782.html) • <sup>2</sup> [tobaccodocuments.org/pm/2072131769-1771.html](http://tobaccodocuments.org/pm/2072131769-1771.html)

## Smoke-Free Policies Are Smart Business

More than 100 economic studies of sales tax and tourism revenues from cities across the nation indicate that going smoke-free is good for communities. For more information visit: [tobaccoscam.ucsf.edu](http://tobaccoscam.ucsf.edu)



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