



## NEWS RELEASE

FOR MORE INFORMATION, CONTACT: Shayne Squires  
American Cancer Society  
(217) 546-7586/(cell) 494-6274  
shayne.squires@cancer.org

### **Illinois Attorney General Lisa Madigan Applauds Society's Efforts to Make Illinois Smoke Free Society Recognizes Madigan for Her Leadership in Fight Against Cancer**

Springfield, Ill. – March 13, 2007 – Today, Illinois Attorney Lisa Madigan added her support to the American Cancer Society's efforts to make Illinois smoke free. Madigan was presented the Society's Partners in Progress Award for her work to protect youth from the life-threatening dangers of tobacco and smoking. The remarks were made at a luncheon hosted by the Society.

The Partners in Progress award honors those who significantly advance the American Cancer Society's mission of decreasing cancer deaths and working to eliminate cancer.

"I applaud the work you're doing in passing a smoke free bill. I am in support of what the American Cancer Society and others are doing," said Attorney General Lisa Madigan. "I'm very happy to partner with you in any way I can to make sure the messages about the dangers of secondhand smoke get out."

Madigan was recognized for her efforts to end the sale of R.J. Reynolds Tobacco Company's candy, fruit and alcohol flavored cigarettes that were targeted at youth. Under the settlement agreement, Reynolds agreed to a ban in the United States of its Camel, Kool and Salem flavored cigarettes and to adhere to significant marketing restrictions that make it virtually impossible to market flavored cigarettes to youth.

"The American Cancer Society is grateful for Attorney General Lisa Madigan's tireless efforts to protect our children from the deadly effects of smoking." said Richard Pecard, Chairman of the American Cancer Society's Illinois division, who presented the award to Madigan at the Society's Board of Directors meeting in Springfield. "Smoking remains the most preventable cause of death in our society. Attorney General Madigan has made it clear that

selling tobacco products to children will not be tolerated in Illinois. Her focus and determination have helped save lives, prevent cancer and diminish suffering from cancer."

The offices of Illinois Attorney General Madigan and New York Attorney General Elliot Spitzer led the investigation into candy-flavored cigarettes, and were assisted by the offices of the Attorneys General for California, Connecticut and Maryland. As a result of their investigation, the attorneys general concluded that Reynolds - through its advertising, marketing and promotion of its flavored cigarettes - was violating the youth targeting prohibitions set forth in the 1998 Master Settlement Agreement between 46 states and the major cigarette manufacturers.

"Thank you for this recognition and, more importantly, thanks to the American Cancer Society for all of their efforts toward the reduction of smokers in this country," said Attorney General Lisa Madigan. "Tobacco companies continue to target their marketing campaigns at a new generation of smokers and I pledge to continue working toward ending this activity."

Since 2004, Madigan has joined with other attorneys general to curb tobacco sales, as well as the distribution of tobacco related products, to minors. Lawsuits and settlements have included action against the largest national retailer of tobacco products, 7-Eleven convenience stores; a cigarette advertising campaign targeting African American youth featuring CD-Roms with hip-hop music and video game giveaways; and an agreement with CVS Pharmacy, Inc. to implement procedures to reduce the sale of cigarettes to minors.

According to the American Cancer Society, smoking remains the most preventable cause of cancer death, responsible for nearly one-third of cancer deaths and 87 percent of lung cancer deaths. A 2006 published report from the American Cancer Society found a direct correlation between a reduction in tobacco smoking and the decrease in cancer death rates among men between 1991 and 2003. Unfortunately, at the same time, the Centers for Disease Control and Prevention reported that after years of steady decline, tobacco use is no longer decreasing among middle and high school students.

Every day, approximately 4,000 children under 18 try their first cigarette and another 1,500 become regular smokers. That's 545,000 new underage daily smokers each year.<sup>1</sup>

The American Cancer Society is dedicated to eliminating cancer as a major health problem by saving lives, diminishing suffering and preventing cancer through research,

education, advocacy and service. The Illinois Division has more than 120,000 volunteers and staff fighting cancer in the state. For the most up-to-date cancer related information and to join the fight against cancer, call 800-ACS-2345 or visit [www.cancer.org](http://www.cancer.org).

# # #

1 Substance Abuse and Mental Health Services Administration, HHS, Results from 2004 National Survey on Drug Use and Health