

Date

Actor

Address

City, State Zip

Dear (Actor Name),

I am writing (insert studio name) to say congratulations on earning a "Pink Lung"\* for (insert film name here)! There is no question that smoking in movies is a major influence on children's smoking behavior.

Smoking in movies is a serious and growing worldwide problem:

- Of the top-ten movies reviewed weekly from June 1, 2003 to May 31, 2004 by the American Lung Association, 53% were rated PG-13 and 37% were rated R. 84% of the R rated movies contained tobacco, and 77% of the PG-13 movies, films that are targeted directly at young people, contained tobacco.
- Scientific studies have found that 52 percent of smoking initiation among adolescents can be attributed to smoking in movies, which suggests that reducing adolescent exposure to smoking in the movies could significantly reduce the number of youth who initiate smoking. ([http://www.dartmouth.edu/dms/news/2003\\_h1/10jun2003\\_smoking.shtml](http://www.dartmouth.edu/dms/news/2003_h1/10jun2003_smoking.shtml))

Trained movie reviewers found that this movie did not glamorize tobacco in any form, earning it a Pink Lung. Thanks for your part in making this movie smoke free. As an actor, you are an important role model to young viewers and up-and-coming actors. By choosing not to smoke in this film, you have contributed to a worldwide effort to reduce tobacco use among children.

My friends and family have always enjoyed your films. We look forward to enjoying more of your smoke free productions in the future. Thanks again.

Kind Regards,

(Insert your name here)

\* Based on movie reviews conducted by Thumbs Up! Thumbs Down!, a project of the American Lung Association of Sacramento-Emigrant Trails. Movies are reviewed by youth reviewers and staff and are awarded "Lungs" based on the amount of tobacco depicted, who is using tobacco, where tobacco is used and the messages delivered. For more information and weekly ratings of the top ten grossing movies, go to <http://www.scenesmoking.org/>.