



## Physicians *for a* Smoke-Free Canada

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September 3, 2003

Mr. Bernie Ecclestone  
Formula One Administration  
6 Princess Gate  
London SW7 1QJ  
United Kingdom

Dear Mr. Ecclestone,

You are a bully. You have pushed people and the people's health around long enough. You and your tobacco henchman have been holding countries to ransom too many times and we are not going to take it any more.

"Either we run our Formula One race in your country with tobacco advertising on our cars, or we take our race elsewhere." That's the blackmailers' credo that you use over and over again, picking off countries one at a time.

Sometimes you blink and the race runs anyway, without tobacco advertising – like in the United Kingdom and France.

Sometimes, the country blinks and grants you an exception to its ban on tobacco advertising – like in Australia, Brazil and most recently, Belgium.

Sometimes neither side blinks and you take your race elsewhere – like out of Canada. ("Good riddance!" is what many Canadians are saying to your petulant, bully-boy ways).

But the world has had enough of you and your tobacco pals.

And we are on to your strategy. Picking countries off one at a time will not work anymore. Yes, you may have Argentina, Russia, India and possibly others on your long-term negotiation list as future race sites. You may have Turkey on your medium-term negotiation list. You may also have signed contracts for Formula One races in Bahrain in April, 2004, and Shanghai, China in October, 2004.

Perhaps you have already talked the Bahrainis and the Chinese into exceptions to their bans on tobacco sponsorship. And you may be trying to do the same with the Turks. All three countries banned tobacco sponsorship several years ago. But that does not matter to you. Demanding exceptions to national public health laws in order to favour tobacco sponsorship in Formula One is your standard way of doing business.

Well it won't work any more Bernie. You see, on May 21 of this year all 192 member states of the World Health Organization adopted the Framework Convention on Tobacco Control. That includes all of the countries named above and pretty much every other country in the world. While the Convention is not yet in force, all countries are firmly resolved to get tobacco advertising, via Formula One off the international airwaves. Have a look at Article 13.4(f), Bernie. It says:

*"4. As a minimum, and in accordance with its constitution or constitutional principles. Each party shall:*

*(f) prohibit, or in the case of a Party that is not in a position to prohibit due to its constitution or constitutional principles restrict, tobacco sponsorship of international events, activities and/or participants therein."*

Standing up to a bully is always the best strategy. Now countries are united and ready to stand up to you. No longer can you use the threat of taking your race and your tobacco advertising elsewhere. You see, Bernie, tobacco advertising is not going to be allowed anywhere anymore. We are going to keep tobacco advertising out of the Grand Prix events in Bahrain and China in 2004 and in every Grand Prix everywhere else after that. So get used to it Bernie. Formula One racing without tobacco advertising. Like in good old days. Like back before tobacco advertising became so prevalent in Formula One. When Enzo Ferrari recoiled in horror at the prospect of tobacco sponsorship for his beloved cars and said, "My cars do not smoke."

Bernie, the world's public health community has drawn a line in the sand. And the sand is in Bahrain.

Yours sincerely,

A handwritten signature in cursive script that reads "Neil E. Collishaw".

Neil E. Collishaw  
Research Director