

Bill S-20

It's legislation designed to prevent the use of tobacco products by underage Canadians.

*At Imperial Tobacco,
we support it 100%.*

- ▶ Bill S-20 is an important piece of legislation introduced in the Senate of Canada. Its purpose is to prevent the use of cigarettes and other tobacco products by underage people right across the country.

Imperial Tobacco Canada Limited wholeheartedly supports Bill S-20. We believe it is consistent with our company's view that underage people should not smoke and that the decision to do so should be an informed one made only by adults.

A new Foundation. A new purpose.

Inherent in Bill S-20 is the incorporation of the Canadian Tobacco Youth Protection Foundation. Its mandate would include co-ordination of existing and commissioning of new research on the causes of underage smoking, as well as development and implementation of effective prevention and cessation programs. Importantly, the Foundation would be completely independent of both government and the tobacco industry.

Up to \$400 million a year in funding.

To fulfill its mandate, the Canadian Tobacco Youth Protection Foundation would be funded by a special levy on the sale of tobacco products. As a levy, not a tax, this funding mechanism further supports the independence of the Foundation and avoids potential conflicts between general tax revenues and effective underage smoking prevention programs.

To become law, Bill S-20 must be passed by parliament. We think it deserves your support. Write to your Member of Parliament or call 1-888-495-4044 (toll-free) for more information.

At Imperial Tobacco Canada Limited, we commend the Members of the Senate and other parliamentarians for the foresight and hard work that brought about the introduction of Bill S-20. And we pledge our support for the aims of the Bill and the Foundation mandated to carry them out.



Imperial Tobacco Canada Limited

Imperial Tobacco is committed to participating fully in its share of the levy on passage of Bill S-20.