



COLORADO TOBACCO EDUCATION & PREVENTION ALLIANCE

December 17, 2003

Matt Myers
Campaign for Tobacco Free Kids
1707 L Street NW Suite 800
Washington, DC 20036

Dear Mr. Myers,

On November 20, 2003, Great American Smokeout Day, Patrick Reynolds accepted an invitation from the Colorado Tobacco Education and Prevention Alliance (CTEPA) to be the lead speaker and media draw for our press conference against Governor Bill Owens' tobacco securitization proposal. Mr. Reynolds' involvement in our press event demonstrated that he is an effective ambassador for the tobacco control movement in Colorado and I believe he would be an effective advocate for others across the country.

Throughout this process, Mr. Reynolds was a pleasure to work with. He was professional, well prepared and willing to remain non-partisan. When Mr. Reynolds spoke at the press conference, he cited statistics with passion and in a persuasive voice. Mr. Reynolds spoke persuasively about the effectiveness and success of the well funded tobacco prevention programs in states like Florida, California and Maine. He was able to cite studies showing dramatic reductions in the rate of youth smoking achieved by those states.

The combination of our news release and the presence of Mr. Reynolds as lead speaker was a good draw for the media in Denver. Our press event was attended by the local television affiliates of CBS and NBC and the local Spanish speaking station Univision. The Denver Post, Rocky Mountain News, Pueblo Chieftain and the Associated Press were also in attendance.

Prior to the event, Mr. Reynolds also agreed to telephone meetings with us, as needed. Several days prior, he suggested possible approaches to fielding anticipated questions from the media, and we jointly prepared answers to those questions.

It was a real pleasure working with Mr. Reynolds in Colorado. I would wholeheartedly recommend him to be a principal speaker at similar press events on behalf of other tobacco control coalitions in other States.

Cordially,

A handwritten signature in black ink, appearing to read 'Chris Quint', is written over the word 'Cordially'.

Chris Quint
Director of Public Policy
Colorado Tobacco Education and Prevention Alliance

cc: Beverly May, Campaign for Tobacco Free Kids
Patrick Reynolds, Tobaccofree.org