



1400 EYE STREET, N.W. • SUITE 1200 • WASHINGTON, DC 20005  
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Friday, April 15, 2016

Ms. Cam Tu Rinsche  
Manager, Corporate Citizenship  
The Walt Disney Company  
500 S. Buena Vista Street  
Burbank, California 91521

Dear Ms. Tu Rinsche:

I am writing to you regarding Vice Media, a youth-focused media agency partially owned by The Walt Disney Company that recently began providing services to Philip Morris International, the cigarette maker and owner of the Marlboro Brand.

As you may be aware, everyday 80,000 to 100,000 children and young people around the world start smoking and tobacco is still the leading cause of preventable death globally, killing nearly 6 million people every year.

The major obstacle that stands in the way of ending the global tobacco epidemic and making the next generation smoke-free is a tobacco industry built on lies, deception, manipulation, and hooking children on a deadly product. In fact, today's tobacco companies are more evil than ever before. Knowing that their product kills over half of lifetime users, tobacco companies continue to:

- create new and young tobacco users,
- lie to the public about the harms caused by tobacco,
- corrupt governments, and
- delay, dilute and defeat life saving tobacco control measures.

Unfortunately, as recently reported by *The Financial Times*, a division of Vice Media based in London is now working for Philip Morris International to develop advertising content for its cigarette brands. This is particularly troubling because Vice Media specializes in reaching and influencing youth on behalf youth-oriented brands like EA Games, Vans, and Levis.

Given the tobacco industry's long track record of targeting youth, it is highly irresponsible for Vice Media to use its expertise to help Philip Morris find new ways to reach young people and sell more of its deadly products, especially in low-and middle-income countries.



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We are certain that The Walt Disney Company does not want to be associated with or support companies that act in a socially irresponsible manner and contribute to the global tobacco epidemic. As an investor in Vice Media, the Campaign for Tobacco-Free Kids requests that The Walt Disney Company take the following steps:

1. Require that Vice Media ends its current relationship with Philip Morris International and adopts a strict policy prohibiting Vice Media and its subsidiaries from taking on any and all work on behalf of tobacco companies;
2. Require that Vice Media makes public any content produced for tobacco companies along with a detailed description of the company's tobacco-related marketing activities so that governments and public health organizations can make an assessment of the damage caused by Vice Media's activities.

Thank you for your attention to this issue. I would appreciate engaging in dialogue with you and ask that you direct your responses to Sean Rudolph at [srudolph@tobaccofreekids.org](mailto:srudolph@tobaccofreekids.org) by May 9, 2016 so we can plan accordingly.

For your information, attached please find the following supporting documents:

Garrahan, Matthew. "Marlboro Man Enlists Vice Media." *Financial Times* March 17, 2016.

Jackson, Jasper. "Vice Media Attacked for Making Tobacco Adverts for Philip Morris." *The Guardian* March 17, 2016.

Sincerely,

A handwritten signature in black ink that reads "Matthew L. Myers".

Matthew L. Myers  
President  
Campaign for Tobacco-Free Kids

Cc: Robert Iger, Chief Executive Officer  
Zenia Mucha, Chief Communications Officer

Enclosures (2)