



Cancer Society New Zealand
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29th September 2008

MEDIA RELEASE

Health Select Committee report recommends an end to tobacco displays in shops

The Cancer Society has welcomed a Health Select Committee report released today that calls for tobacco to be kept out of sight in shops - ending in-store advertising of tobacco products.

"Getting rid of retail marketing is critically important to keeping the rates of youth smoking coming down," said Cancer Society Chief Executive Dalton Kelly.

Research shows that young people are the main target for retail displays and that the more often young people visit stores displaying tobacco products, the more likely they are to smoke.

"Adults rarely start smoking, the main new customers for tobacco companies are 14 year olds. Tobacco companies call our young people 'replacement smokers' and retail displays are a key way to get young people exposed to their brands and to tobacco in general."

The Health Select Committee report reflects strong public support for an end to in-store tobacco advertising - including by smokers.

The Cancer Society's petition was signed by over 20,000 New Zealanders and has the support of major public health, medical and youth organisations.

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