

*71-Program
Helping
Teenage Decide*

BROWN & WILLIAMSON TOBACCO CORPORATION

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ERNEST PEPPLES
Senior Vice President
and General Counsel

April 13, 1985

Ms. Joanna J. Tokley
Executive Director
The Tampa Urban League, Inc.
1405 Tampa Park Plaza
Tampa, Florida 33605

Dear Ms. Tokley:

We very much appreciate your thoughtful words about our booklet "Helping Youth Decide," and we are delighted to provide you with the 500 copies you've requested. You shall receive them under separate cover.

When the National Association of State Boards of Education and The Tobacco Institute first launched this program last September, we sincerely hoped it would provide substantive help to parents struggling with the many decisions they and their youngsters face.

The response has been our greatest reward. More than 180,000 copies of "Helping Youth Decide" have been requested by individual parents and by organizations, such as yours, in the interest of their members.

In the near future, we plan to publish a Spanish edition of the booklet. When that becomes available, we will be sure to forward an advance copy to you for use with your Spanish-speaking members.

We hope that the booklet proves as useful to you, in your teenage pregnancy prevention program, as it has for so many others. We very much look forward to your reports.

Sincerely,

Ernest Pepples
Vice Chairman
The Tobacco Institute

Ernest Pepples
/dlb

cc: Mr. Samuel Chilcote
Mr. Michael Bateman

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