



August 8, 2014

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CITY COUNCIL  
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The Honorable Chris Coleman, Mayor of St. Paul  
and Members of the St. Paul City Council  
St. Paul City Hall  
15 W. Kellogg Blvd.  
St. Paul, MN 55102

Dear Mayor Coleman and Members of the City Council:

I am writing on behalf of ClearWay Minnesota<sup>SM</sup>, a nonprofit organization that works to reduce tobacco's harm in Minnesota. ClearWay Minnesota strongly supports Ordinance 14-34, which will require that cheap cigars be sold in packs of five unless priced at \$2.10 apiece.

We are very concerned about the availability of cheap tobacco products in Minnesota. For many years, products like "little cigars" have received favorable tax and regulatory treatment. The result is products that are just as deadly and dangerous as cigarettes but that are available at significantly cheaper prices. Research shows that price is a top deterrent for youth smoking; however, the continued availability of cheap cigars and other tobacco products has contributed to a stalling out of teen smoking declines. Furthermore, unlike cigarettes, many of these products are available in candy or fruit flavors, which are proven to draw kids to tobacco.

The tobacco industry continues to work aggressively to addict young people. Any policy that further increases the price of tobacco will prevent these addictive and dangerous products from falling into the hands of kids. We support this and any future efforts to raise the price of tobacco in St. Paul, and we urge you to pass Ordinance 14-34.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "David J. Willoughby".

David J. Willoughby, M.A.  
Chief Executive Officer  
ClearWay Minnesota<sup>SM</sup>