



November 19, 2010

Allen H. (Bud) Selig, Commissioner
Major League Baseball
245 Park Avenue, 31st Floor
New York, NY 10167

Michael Weiner, Executive Director
Major League Baseball Players Association
12 East 49th Street, 24th Floor
New York, NY 10017

Dear Commissioner Selig and Mr. Weiner:

We are writing to urge Major League Baseball and the Major League Baseball Players Association to prohibit the use of all tobacco products, including smokeless tobacco, by players, coaches, managers, and other team personnel, at all Major League Baseball venues. Given the devastating toll of tobacco use on America's children and families, it is critically important that Major League Baseball prohibit the use of this harmful product.

Use of smokeless tobacco endangers the health of Major League ballplayers. It also sets a terrible example for the millions of young people who watch baseball at the ballparks and on TV and often see Major League players and managers using smokeless tobacco. Many kids look up to baseball players as heroes and role models.

There is an unmistakable urgency for the players and team management to address this issue now, as the Baseball Winter Meetings begin in Florida in December and preliminary discussions on a new collective bargaining agreement start. The next contract should include an explicit prohibition on the use of all forms of smokeless tobacco to protect players' health and the well-being of countless young people.

According to data just released by the U.S. Centers for Disease Control and Prevention, use of smokeless tobacco products has increased by 36 percent among high school boys since 2003. An alarming 15 percent of high school boys currently use smokeless

tobacco. The tobacco companies spend millions on smokeless tobacco marketing, much of it appealing to children. The use of smokeless tobacco by Major Leaguers does not present the positive image that baseball has worked so hard to convey, and could even help the tobacco industry addict new generations of kids.

Major League Baseball this year has dedicated itself to the fight against cancer with its partnership in the extraordinary "Stand Up 2 Cancer" campaign. We applaud MLB's efforts to raise money to fight this dreaded disease, but we cannot help but think that this admirable effort to fight cancer is inconsistent with allowing the continued use of smokeless tobacco products by ballplayers, coaches, and managers.

Tobacco use is the number one preventable cause of death in the United States. Public health experts, including the U.S. Surgeon General, the U.S. Centers for Disease Control and Prevention, the U.S. National Cancer Institute and the World Health Organization, have all concluded that smokeless tobacco use causes cancer and other serious diseases, as well as nicotine addiction. Smokeless tobacco contains at least 28 known carcinogens and has been found to cause oral cancer, which can require disfiguring surgery, and pancreatic cancer, one of the most deadly forms of cancer. The use of smokeless tobacco products is also linked to sustained addiction to cigarettes, as smokers use smokeless products instead of quitting smoking. It also increases risk of cardiovascular disease, gum disease, tooth decay and pre-cancerous mouth lesions called leukoplakia, and has been linked to cancers of the esophagus, pharynx, larynx and stomach. The evidence is simply too overwhelming to ignore any longer.

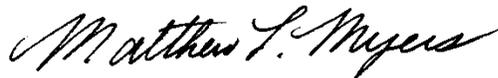
We are aware that Major League Baseball instituted a prohibition on smokeless tobacco and other tobacco products in the minor leagues in 1993. The NCAA has discontinued use of all tobacco products at game sites by players, managers, coaches and even umpires. Yet the use of smokeless tobacco and other tobacco products in the Major Leagues continues, with some estimates showing as many as 30 percent of current players using some form of tobacco.

What we are seeking is not unprecedented. This is a matter of both the health of major league ball players and the image they project to our nation's children. Ballplayers are already subject to other rules that impact health and that take into account the image projected by major league ballplayers to your millions of fans.

Recently, members of Congress have urged the players and the owners to address this issue and agree to ban all tobacco use on the field. For the sake of the children and families who love baseball and look up to their heroes, and for the sake of the health of the players themselves, we ask that both Major League Baseball and the Major League

Players Association eliminate all tobacco use at all Major League venues in the new contract to begin in 2012. We look forward to hearing from you about this important issue before the winter meetings get underway. Please contact us through Matthew Myers at the Campaign for Tobacco-Free Kids at 202-296-5469 or mmyers@tobaccofreekids.org.

Sincerely,



Matthew L. Myers
President
Campaign for Tobacco-Free Kids



Cheryl Healton
President and Chief Executive Officer
Legacy



O. Marion Burton, MD, FAAP
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American Academy of Pediatrics



Charles D. Connor
President and Chief Executive Officer
American Lung Association



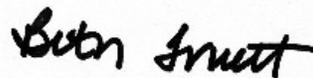
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