



Press Release

28th April 2010

NOT FOR ME B.A.T

Young campaigners from across Wales are taking part in a national protest to make their voices heard by the shareholders of British American Tobacco at their Annual General Meeting taking place in London today.

With sales of tobacco in the UK amounting to £11.3 billion in 2009 young people from all parts of the UK want to ensure that those who profit from tobacco sales are aware of the harm that tobacco causes to some of Wales's most disadvantaged communities. Wearing T-shirts with the slogan "BAT Protest 2010 - Not for Me B.A.T" the teenagers are seen giving thumbs down to tobacco.

One of the campaigners, Kelly Smith, aged 17, from Newport said:

"I wanted to come today because it's time the tobacco industry listened to young people and realise the harm that tobacco causes. Some of my friends are getting hooked on tobacco and are unable to quit smoking because they are addicted."

Acting Chief Executive, Elen de Lacy, commented:

"Children who experiment with cigarettes can quickly become addicted to the nicotine in tobacco. That is why today is so important because young people are increasingly concerned about the long term effects of tobacco on their friends and families and they are sending a clear message to the tobacco industry that they are not prepared to put up with a drug that is as addictive as heroin. It is therefore vital that we support our young people in their fight against tobacco."

Notes to Editor

Please refer all press enquiries to: Carole Jones, ASH Wales at carole@ashwales.co.uk or Tel 02920641101 or 07593538076.

The British American Tobacco's Annual General Meeting is being held at The Mermaid Conference and Events Centre in London.

ASH Wales is the only voluntary organisation in Wales with the sole task of tackling the ill health caused by tobacco use. Our main aim is to achieve a reduction in, and eventual elimination of, the health problems associated with tobacco use. Further information can be found at: www.ashwales.co.uk.

ASH Wales was established in 1976 as a branch of ASH UK. In 2007 ASH Wales became an independent company limited by guarantee and a charity registered in Wales.