



Dr. Judith Sylvester, Founder * 211 Journalism Building, Louisiana State University * Baton Rouge, LA 70803-7202

Feb. 12, 2014

David A. Taylor, Director of Event Management
LSU Athletics Administration Building
Baton Rouge, LA 70808

Mr. Taylor:

I am writing to inquire about a tailgate event my Mass Communication: Public Relations Writing class would like to host. The event would take place before LSU and South Alabama baseball game on Wed., March 19, 2014. Our main goal is to spread awareness of Act 211, National Kick Butts Day and the SmokingWords initiative. We hope to pass out t-shirts, brochures and other promotional items to guests. I need LSU Athletics Event Management Department's permission and support to successfully host the event. Here is some background information:

- ACT 211 was signed into law in June 2013.
 - Mandates that post-secondary institutions shall develop smoke-free campus policies by August 2014.
- Annual health care costs in Louisiana related caused by smoking are \$1.47 billion.
- Tobacco industry in Louisiana spends \$197.6 million to target youth and young adults.
- Fresh Campus at LSU promotes sustainability and a tobacco-free campus.
- Fresh Campus works in conjunction with the Louisiana Campaign for Tobacco-Free Living.

The event will first and foremost spread the reality and implications of Act 211 and what Kick Butt Day aims to achieve. I think this event would also help LSU Athletics' "Healthy Tiger" initiative. Health for college-aged students not only includes a healthy diet and fitness regime, but staying away from smoke and tobacco products. The event would also need minimal equipment, which I believe we could provide. The tailgate would need a small pop-up tent, two tables, a few chairs and a single laptop.

Thank you for your time and assistance. Please feel free to call me with any questions. I look forward to hearing from you soon.

Sincerely,

Christina Riviere, on behalf of LSU SmokingWords/Fresh Campus
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