

## **Tobacco giant's proposed compensation claims depraved**

Public Health Association of New Zealand media release, 28 June 2011

The Public Health Association of New Zealand (PHA) is appalled that the tobacco company Philip Morris intends to sue the Australian government for compensation should Canberra's proposal for plain, brand-less packaging for cigarettes go ahead.

"It is beyond immoral that a business that sells addictive killers to young people is now threatening court action against the Australian government, in a mercenary attempt to continue to attract, addict and eventually kill 18,000 Australians every year," says PHA National Executive Director Dr Gay Keating.

Australian Prime Minister Julia Gillard has been quoted as saying her government will not be intimidated by the threat of legal action and it would see the plain packaging legislation through.

"The PHA applauds Canberra for its courage and leadership in standing up to the bully tactics of big tobacco, and it hopes the New Zealand government is watching closely. Tobacco kills 5000 New Zealanders every year, most of them are young when they become addicts.

"Restricting the advertising and appeal of such a product is surely worth 5000 New Zealand lives," Dr Keating says.

For more information contact:

Dr Gay Keating  
National Executive Officer  
Public Health Association of New Zealand  
04 472 3060, 0273 414 708