ACOSH

Australian Council on Smoking and Health

ASH

Action on Smoking and Health

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Kelly Clarkson should stop being used by tobacco industry as "glamorous drug pusher", say health groups

Australian public health advocates have joined an international campaign calling on US singing star and American Idol winner Kelly Clarkson, currently in Australia, to dump tobacco industry sponsorship of her April 29 concert in Jakarta, Indonesia – or cancel her appearance.

Action on Smoking and Health (ASH) and the Australian Council on Smoking and Health (ACOSH) have expressed alarm that the concert and associated advertising are being used to promote tobacco to Indonesian youth.

Clarkson, currently in Perth and due to perform there tomorrow (April 22), is understood to have not responded to letters and online fan requests urging her to withdraw tobacco industry sponsorship of the concert.

The Indonesian National Commission on Child Protection, the Southeast Asia Tobacco Control Alliance (SEATCA) and the US-based Campaign for Tobacco-Free Kids have all urged Clarkson to withdraw tobacco sponsorship of the concert.

The concert is being sponsored and heavily promoted by the tobacco company PT Djarum under the name of its cigarette brand LA Lights. Television, billboard and online ads for the concert feature Clarkson's image and the brand logo - even carrying health warnings, making clear they are cigarette ads. *For an ad image, see* *www.tobaccofreekids.org/kellyclarkson*

Said Stephen Hall, Director of ACOSH: "By rejecting tobacco industry sponsorship, as others have, Kelly Clarkson could send a powerful message to young people in Indonesia and around the world that they, too, should reject this industry's deadly products and marketing."

Anne Jones, Chief Executive of ASH Australia, said: "Kelly Clarkson is tarnishing her reputation by allowing the tobacco industry to use her as a glamorous drug pusher. The industry has long used sponsorship of popular music concerts to market tobacco and addict youth."

Australian laws ban tobacco companies from engaging in brand name sponsorships of entertainment and sports events; and other countries have enacted similar bans – but not Indonesia, where tobacco use kills over 400,000 people a year and causes widespread disease.

Clarkson's fans, including in Indonesia, have expressed disapproval of the tobacco sponsorship in an online campaign. Australians can "Tell Kelly Clarkson to drop tobacco sponsorship" at *www.facebook.com/pages/Tell-Kelly-Clarkson-to-drop-tobacco-sponsorship/110657445641541*

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