

Sponsored By: Cinque

CITY OF MARATHON, FLORIDA
RESOLUTION NO. 2013-19

A RESOLUTION OF THE CITY OF MARATHON, FLORIDA, URGING LOCAL VENDORS TO CEASE THE SALE AND MARKETING OF ALL CANDY FLAVORED TOBACCO PRODUCTS, WHICH TEND TO PROMOTE AND INFLUENCE UNDERAGE AND OR YOUTHFUL CONSUMPTION; URGING RESIDENTS AND VISITORS NOT TO PURCHASE OR USE CANDY FLAVORED TOBACCO PRODUCTS; AND PROVIDING FOR AN EFFECTIVE DATE

WHEREAS, tobacco use is the number one cause of preventable death in the United States; and

WHEREAS, almost 90 percent of tobacco users started before they were 18 years old; and

WHEREAS, an estimated one third of adolescent experimentation with smoking and tobacco can be directly attributed to tobacco advertising and promotional activities; and

WHEREAS, the Master Settlement Agreement (MSA) reached in 1998 between Florida Attorney General and major tobacco companies forbids cigarette manufacturers from directly or indirectly targeting youth in advertising, marketing and promotion of tobacco products aimed at initiating, maintaining or increasing youth smoking; and

WHEREAS, research from the Harvard School of Public Health (published November 2005) found that cigarette makers are targeting young smokers with candy and liqueur flavored brands that mask the toxic properties found in tobacco smoke; as well as youth oriented colorful and stylish packaging aimed at exploiting adolescents' attraction to candy flavors with names such as "Mandarin Mint" and "Twista Chill" and

WHEREAS, some of these tobacco products, specifically flavored cigars and blunt swaps, are also used as drug paraphernalia for the smoking of marijuana; and

WHEREAS, 17 year old smokers are three times as likely to use candy flavored cigarettes and candy flavored tobacco products as smokers over age 25; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MARATHON, FLORIDA AS FOLLOWS:

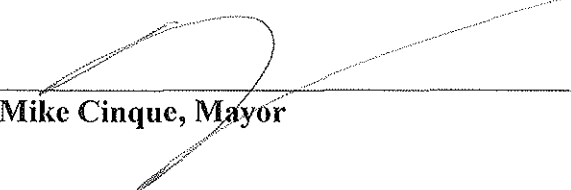
Section 1. The above recitals are true and correct and are incorporated herein by this reference.

Section 2. The City Council urges all local vendors to cease the sale and marketing of flavored tobacco products, which are defined as loose tobacco including snuff flour, plug and twist tobacco, fine cuts, chewing tobacco, snuffs, smoking or snuffing tobacco products, and all other smoking or snuffing tobacco products, and all other kinds and forms of tobacco, including but not limited to cigarettes, cigars, smokeless tobacco products and blunt wraps prepared in such a manner with the purpose of chewing, inhaling, smoking or ingesting in any manner which have been flavored through the addition of natural or artificial flavorings, herbs, spices or other means with flavors characterizing fruit, candy, alcohol or other similar flavorings, with the exception that menthol will not be included in this definition.

Section 3. The City Council urges residents and visitors not to purchase or use flavored tobacco products, as described above.

Section 4. This resolution shall take effect immediately upon its adoption.

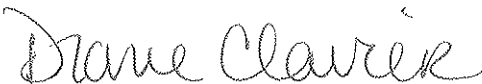
THE CITY OF MARATHON, FLORIDA



Mike Cinque, Mayor

AYES: Snead, Bull, Ramsay, Keating, Cinque
NOES: None
ABSENT: None
ABSTAIN: None

ATTEST:



Diane Clavier, City Clerk

(City Seal)

**APPROVED AS TO FORM AND LEGALITY FOR THE USE
AND RELIANCE OF THE CITY OF MARATHON, FLORIDA ONLY:**



City Attorney