



# FAMILY DOLLAR VALUES

there is nothing family friendly about selling tobacco

Family Dollar's CEO, Howard Levine, recently announced that they're going to start selling cigarettes in their stores. The target customers for Family Dollar are low-income families, so this means that all of the parents who are trying to save money and live longer by quitting smoking will be exposed to yet one more trigger to smoke. And children will be exposed to cigarettes and tobacco industry marketing in this "family" store!

In an ironic twist, the founder of Family Dollar, Leon Levine, runs a foundation that is establishing the Levine Cancer Institute in the Carolinas.

## Tell Family Dollar Stores:

### There is Nothing Family-Friendly About Tobacco!!!

- Visit this site to learn more and to TAKE ACTION:

[FamilyDollarValues.org](http://FamilyDollarValues.org)

- Post proactive/positive-tone messages on Family Dollar's Facebook wall: [www.facebook.com/familydollar](http://www.facebook.com/familydollar)
- Tweet at Family Dollar: [twitter.com/#!/myfamilydollar](https://twitter.com/#!/myfamilydollar)
- Write directly to CEO Howard Levine and his father, Leon Levine:

Howard Levine  
Family Dollar  
Executive Offices  
Post Office Box 1017  
Charlotte, NC 28201

Leon Levine  
The Leon Levine Foundation  
6000 Fairview Rd  
Suite 1525  
Charlotte, NC 28210



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## FACTS & MESSAGING POINTS

1. What does Family Dollar value? The recent announcement by Family Dollar Stores that they will begin selling cigarettes and other tobacco products provides a most unfortunate answer to that question: **profits over health.**
2. Family Dollar's decision to sell tobacco products is at odds with its family friendly image. There is nothing family friendly about selling products that cause more than 400,000 deaths in the U.S. each year.
3. Tobacco use is not a family value. Families across America have been devastated by tobacco use, both by the loss of their loved ones and the impact on their finances.
4. The tobacco industry continues to spend nearly \$10 billion a year to ensure that cigarettes and other tobacco products are advertised heavily, displayed prominently and priced cheaply to appeal to both kids and current tobacco users. With nearly 4,000 kids trying their first cigarette every day in America, Family Dollar should not contribute to the marketing and sale of these addictive, deadly products.
5. Family Dollar's core customer is among the most financially stressed: a female head of household in her mid-40's making less than \$40,000/year. Low income people, like their core customers, have the highest smoking rates of any socioeconomic group. Family Dollar should help promote healthy living instead of promoting products that cause disease and death to people who are already stressed by their economic status.
6. Family Dollar has to recognize that many of its customers will end up choosing between having food on the table or cigarettes to smoke. A study by the American Journal of Health Promotion found that cigarette consumption is associated with increased "food insecurity" – not always being able to put enough food on the table.
7. Discounted tobacco products are more alluring to price-conscious customers who may be thinking about quitting or who are currently trying to quit and so will thwart quit attempts. It also lowers the price barrier for teens who get their "of age" friends to buy tobacco for them. Greater access and lower prices are Big Tobacco's dream come true.
8. Tobacco is the only legal product that when used as intended will harm or kill you. Family Dollar should help promote healthy living instead of promoting products that cause disease and death.
9. Even though smoking is the #1 cause of preventable death in the United States, Family Dollar has declared it wants to help its customers more easily and cheaply get access to tobacco products. Health is a family value, but apparently not a Family Dollar value.