



The Framework Convention  
*Alliance* for Tobacco Control

Ms. Alicia Keys  
C/O MBK Entertainment  
240 West 35<sup>th</sup> Street  
18<sup>th</sup> Floor  
New York, NY 10001

July 23, 2008

Dear Ms. Keys,

We are writing to you about an urgent matter: your participation in a tobacco industry sponsored concert in Jakarta, Indonesia on July 31, 2008 that is being heavily promoted in connection with a cigarette brand that appeals to Indonesian youth. By your participation you have become a spokesperson for tobacco marketing to Indonesian youth.

The tobacco industry aggressively promotes its deadly product in Indonesia with dreadful success: approximately 35% of the population smokes, and an estimated 200,000 deaths per year in Indonesia are caused by tobacco related illness. It is chilling to note that an estimated 78% of current Indonesian smokers started before the age of 19. Do you really want your music and career to be used by this industry to further entrap, addict and kill more children? We urge you to withdraw from this concert or require the withdrawal of tobacco industry sponsorship of this and all future concerts.

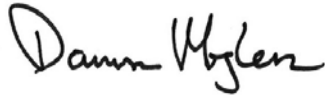
According to publicity materials circulated and posted in Jakarta, your concert of July 31 is being promoted as "A Mild Live Production". "A Mild" is a cigarette brand produced by the Indonesian tobacco company Sampoerna, which is owned by Philip Morris International (please see the attached Sampoerna corporate materials). As you may know, Philip Morris is infamous for its aggressive marketing practices and the popularity of its brands among youth. The sponsorship materials for the July 31 concert include massive billboards ringing the city which effectively make your face and name part of a tobacco advertisement for "A Mild" cigarettes—right down to the posters having your face rest on a warning label that announces: "Smoking can cause cancer, heart attacks, impotence and harm pregnancy and fetal development." (see attached billboard photo).

Given that an estimated 200,000 Indonesians a year die from smoking related illness, the tobacco industry is relentlessly looking to addict replacement smokers and they have latched onto children and adolescents for this purpose. Unfortunately, they clearly see their affiliation with you and with your concert as an opportunity to connect and intermingle their image with yours.

It is possible that you weren't told who was sponsoring your concert, but whether you consented or were unaware that your concert was a promotion for tobacco use, we call on you to put the health of Indonesia's children first and either require the withdrawal of all tobacco industry sponsorship from this concert or cancel your appearance. We also hope that you will speak out publicly about your concern for the health of Indonesia's children and against tobacco industry use of musicians and artists to promote their products.

As time is short, we look forward to hearing from you or your representatives about your intentions at your earliest possible opportunity. In the United States, please contact Damon Moglen, Campaign for Tobacco-Free Kids, at (202) 296-5469.

Sincerely,



Damon Moglen  
International Advocacy Director  
Campaign for Tobacco-Free Kids  
Washington, DC



Arist Merdeka Sirait  
Secretary General  
National Commission for Child Protection Indonesia  
Jakarta, Indonesia



Mary Assunta  
Chair, Board of Directors  
Framework Convention Alliance  
Geneva, Switzerland

cc: Jeff Robinson, CEO, MBK Entertainment  
Jeanine Mclean, GM/Vice President of Operations, MBK Entertainment