

February 13th, 20018

Dear Milwaukee Pride, Inc Board Members,

With the goal of promoting healthy LGBTQ communities and in recognition of the fact that LGBTQ individuals, especially youth, smoke at roughly double the rate of our heterosexual peers, we are requesting the opportunity to continue the discussion with representatives of the Milwaukee Pride Board about how we can assist PrideFest in becoming a tobacco-free event.

A number of LGBTQ and allied organizations financially support and staff the Health and Wellness area, and we are excited to have the opportunity to promote greater LGBTQ health and wellness. We all work to minimize the significant LGBTQ health disparities that exist. We have been pleased to see an increased presence of the large Milwaukee area health care providers present at PrideFest. We support PrideFest's goal of creating a healthier community.

The presence of the Newport trailer, which promotes a product (menthol cigarettes) that is not safe at any level of use, sends an alternative message to our collaborative efforts to promote LGBTQ health. We welcome a discussion to identify how our agencies could provide additional financial support to replace the Newport sponsorship.

We recognize that there are many competing demands on your time and resources, but we hope that the financial health of PrideFest can coexist with promoting the physical health of the LGBTQ community. We stand ready to partner with you in this effort and request the opportunity to discuss how we can do so.

Sincerely,

Michael J Gifford
President and CEO
AIDS Resource Center of Wisconsin



Dona Wininsky
Tobacco Control & Public Policy Director
American Lung Association of WI



Gerry Coon
Executive Director
Diverse and Resilient Inc.



Diverse & Resilient

Sara Sahli
WI Government Relations Director
American Cancer Society CAN



James L. Weese MD, FACS
Vice President
Aurora Cancer Care



Ashley Altadonna
Community Organizer and Project Coordinator
FORGE



Katie Connolly
Executive Director
American Heart Association, Milwaukee



Andi Elliott
Executive Director
Community Advocates



Nikki Panico
Executive Director
Komen Wisconsin



Tim Bock
Executive Director
Pathfinders



Ericka Sinclair
Founder and CEO
Greater Milwaukee Center for Health and Wellness



Tony Snell
Interim Executive Director
Milwaukee LGBT Center



Julie B. Schuller, MD, MPH, MBA, FACP
President and CEO
Sixteenth Street Community Health Centers



Edgar Mendez
Coordinator
Wisconsin Tobacco Prevention & Poverty Network



Louis Weisberg
Publisher/Editor-in-Chief
Wisconsin Gazette



Lupe Martinez
President & CEO
UMOS, Inc.



Rob Adsit
Director of Education and Outreach
UW Center for Tobacco Research and Intervention (UW-CTRI)



Eric Peterson
Milwaukee Gay Sports Network



Nicole Angresano
Vice President, Community Impact
United Way of Greater Milwaukee and Waukesha County



Lorraine Lathen
Director
Wisconsin African American Tobacco Prevention Network

