

Buga Up hits rock signs

BUGA UP has condemned as "immoral" the promotion of rock music by tobacco giant Philip Morris.

It has defaced posters advertising the Peter Jackson rock circuit by pasting "cancelled" signs across them.

The sign pictured is in Elizabeth Street, near Central Railway station.

Some of Australia's leading rock performers are also opposed to cigarette company sponsorship of rock music.

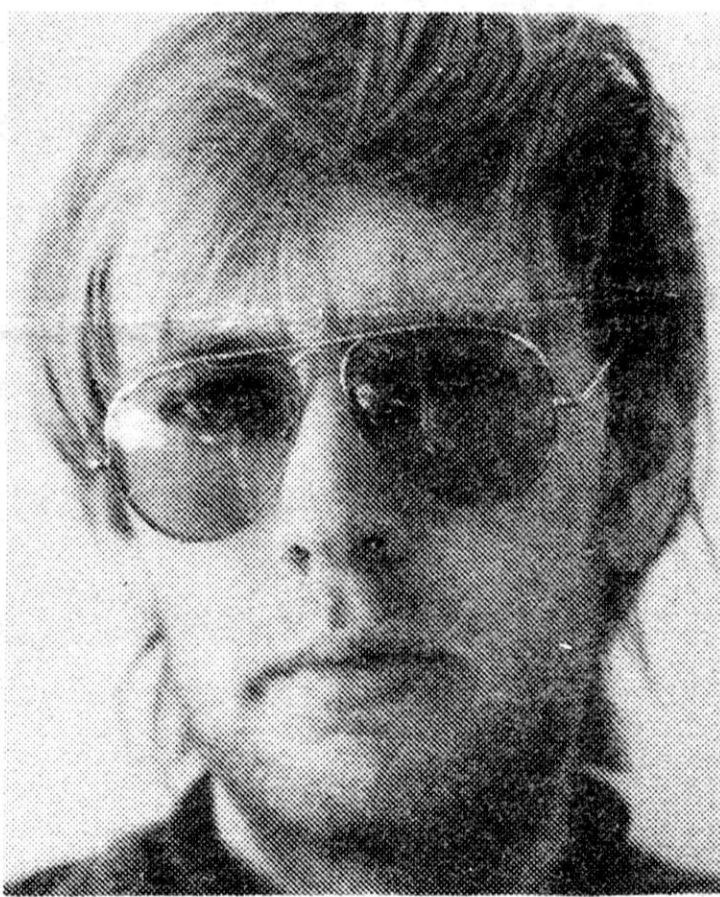
In last week's National Times, 23 groups and performers put their names to a full page advertisement, under the headline: Hands Off!

Among the bands endorsing the advertisement were Midnight Oil, Bushwackers, DD Smash, Hoodoo Gurus, Divinyls, The Johnnies and Red Gum.

The advertisement read: "We will not support sponsorship of the Australian Music Industry by cigarette companies."

A BUGA UP spokesman, Lauchlann Partridge, said the rock sponsorship was a blatant attempt to encourage children to smoke.

He said Philip Morris



Lauchlann Partridge: cancelling pop posters.

had recently introduced packs of 15 cigarettes, which cost under a dollar and were easily concealable.

"The logical conclusion is that they are pushing these brands on kids," he said.

Cigarettes were addictive and dangerous and the company was acting "immorally" by encouraging children to smoke.

"Hopefully, the bands concerned will choose to disassociate themselves from the legal drug industry," he said.

"We're not blackmailing them — we're just suggesting that their advertising might be prone to alteration if they conspire with tobacco pushers to promote drugs to young people."

Partridge claimed tobacco companies had always directed advertising at youngsters because they represented a growing market, but in the past the advertising had been more subtle.

"Older people are giving up in droves," he said.