

# Relevant news and research

## 11.7 Promotional Events

*Last updated December 2024*

### Research:

**Wilkinson, E. (2024). Organisations withdraw from cancer conference over tobacco link. *Lancet Oncol*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39342953>**

**Ben Taleb, Z, Dabroy, DE, Barrientos, SA, & Ebrahimi Kalan, M. (2024). Hookah Battle: the global sponsoring and brand marketing of smoking competitions. *Tob Control*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39059816>**

Lewis, K, Cunningham, D, & Valera, P. (2024). Marketing Strategies Used by Tobacco Companies Targeting the Queer Community. *Tob Use Insights*, 17, 1179173X241265743. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/39050706>

Taylor, L. (2024). Tobacco firms use F1 rallies and music festivals to dodge advertising bans, finds report. *BMJ*, 385, q1325. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38876503>

Kleber, S, Philips, R, & Goldstein, AO. (2024). Reports of Tobacco Sales, Sponsorships, and Policies at Professional Golf Tournaments. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/38494172>

Dewhirst, T, Lee, WB, & Czaplicki, L. (2023). Philip Morris International's Formula 1 Sponsorship-Linked Marketing: Transformation from Marlboro to Mission Winnow. *Nicotine Tob Res*. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/37702346>

O'Neill, D, & Greenwood, A. (2023). "Bringing you the best": John Player & Sons, Cricket, and the Politics of Tobacco Sport Sponsorship in Britain, 1969-1986. *Eur J Hist Med Health*, 80(1), 152-184. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/37405194>

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Schjorring, MK, Stage, M, Glahn, AS, Andersen, S, Kjaer, NT, Gronbaek, MK, & Knudsen, A. (2019). Denormalising tobacco at a Danish music festival. *Tob Prev Cessat*, 5, 35. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32411898>

Parascandola, M. (2020). Smokeless tobacco Olympics: the US Tobacco Company, the IOC and the 1980 Lake Placid Olympic Winter Games. *Tob Control*. Available from: <https://www.ncbi.nlm.nih.gov/pubmed/32341192>

Rumball, D. Tobacco sponsorship and the Arts. *Addiction*, Dec 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26564527>

Lee, K et al. Smoke rings: towards a comprehensive tobacco free policy for the Olympic Games. *PLoS One*, 2015. Available from: <http://www.ncbi.nlm.nih.gov/pubmed/26252397>

## News reports:

**STOP A Global Tobacco Industry Watch Dog. (2024). *Driving Addiction: A Race for Future Generations*. Retrieved from <https://exposetobacco.org/campaigns/driving-addiction/>**

Sweney, M. 'Crisis issue': the unease at Economist over parent group's tobacco links. *The Guardian*, 2024. Sept 28, 2024. Retrieved from <https://www.theguardian.com/media/2024/sep/27/crisis-issue-unease-economist-parent-group-tobacco-links>

Sweney, M. Events arm of Economist group to stop signing tobacco sponsorship deals. *The Guardian*, 2024. Sept 28, 2024. Retrieved from <https://www.theguardian.com/media/2024/sep/27/events-arm-of-economist-group-to-stop-signing-tobacco-sponsorship-deals>

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Australian Taxation Office. (2023). Investigation into illicit tobacco syndicate -Central West NSW [Press release]

Stewart, E. Murga tobacco bust: 16 tonnes valued at \$28 million seized by NSW Police. *Herald Sun*, 2023. April 11, 2023. Retrieved from <https://www.heraldsun.com.au/news/nsw/murga-tobacco-bust-16-tonnes-valued-at-28-million-seized-by-nsw-police/news-story/1a7898216cb282e7447b1dfd41e578d2>

No authors listed.. Netflix streams 1.1 billion minutes of tobacco-related imagery in newest season of F1 racing show. *Truth Initiative*, 2023. April 5, 2023. Retrieved from <https://truthinitiative.org/research-resources/tobacco-pop-culture/netflix-streams-11-billion-minutes-tobacco-related-imagery>

Stopping Tobacco Organizations and Products. (2021). *FSFW's 2020 Tax Return Reveals Deep Links to the Tobacco Industry + Other Findings*. Retrieved from [https://exposetobacco.org/wp-content/uploads/FSFW\\_2020\\_Tax\\_Return.pdf](https://exposetobacco.org/wp-content/uploads/FSFW_2020_Tax_Return.pdf)

World Health Organization. WHO statement urging governments to ban tobacco advertising, promotion and sponsorship at international expositions. *WHO*, 2019. Aug 15, 2019. Available from: <https://www.who.int/news-room/detail/15-08-2019-who-statement-urging-governments-to-ban-tobacco-advertising-promotion-and-sponsorship-at-international-expositions>

Wondracz, A. One of Australia's hardest prisons becomes party central: Smoking festival will take over Parramatta Gaol soon - with DJs and food trucks right next to the razor wire. *Daily Mail Australia*, 2018. Nov 27, 2018. Available from: <https://www.dailymail.co.uk/news/article-6431775/Shisha-festival-place-disused-prison-site-Parramatta-Gaol-western-Sydney.html>