

Sbj: Correction/Clarification - "Philip Morris Money ... Spin"

Dear Tiffany,

I'm writing in hopes of correcting a small but significant description of our organization, The Consumer Advocates for Smoke-free Alternatives Association (CASAA), in your article "Philip Morris Money is Funding Pro-Vaping Coronavirus Spin."

First, there seems to be some confusion about the article "Vaping & COVID-19 - Information for Vapers." CASAA does not claim ownership of the article, although we support the recommendations from the authors, and it is posted with permission from R. Sussman.

Second, CASAA is a 501(c)(4) non-profit consumer organization with a grassroots membership of more than 250,000 people. We are not, as you suggest, simply a "website." This representation in your article inaccurately portrays by way of innuendo that our organization (specifically our website) functions as an anonymous marketer for anyone who can donate enough money. This portrayal is denigrating and dismissive to the legitimate consumer movement behind smoke-free alternatives such as vapor products.

I am hopeful that you are able to update the article to reflect the truth about our work and the passion of the consumers we represent.

Sincerely,
Alex Clark
CEO, CASAA