SFA Anniversary Anticipation LTE

Drafted May 15, 2015

**Thankful for five years of smoke-free Wisconsin businesses**

Dear Editor,

Wisconsin celebrates a very important birthday next month as our state’s smoke-free law turns five years old on Sunday, July 5. That means our businesses have enjoyed five years of cleaner indoor air and healthier employees and customers.

It’s hard to believe that smoking conventional cigarettes used to be a regular occurrence in our bars and restaurants. I can remember going to **(LOCAL BAR/RESTAURANT NAME)** and having to deal with **(TALK ABOUT THE AMOUNT OF SECONDHAND SMOKE, OR TELL A SPECIFIC STORY ABOUT A REACTION YOU OR SOMEONE ELSE HAD TO THE SMOKE EXPOSURE)**.

**OPTIONAL PARAGRAPH** -- I get really homesick for Wisconsin whenever I travel to another state/country that doesn’t have a smoke-free law in place. I recently visited **(STATE WITHOUT SFA LAW)** and making my way through the smoke-filled restaurants was so foreign to me that it was almost like visiting an alien planet!

Thanks to our state’s smoke-free law, tomorrow’s kids will be just as shocked that smoking was once allowed in restaurants and taverns as today’s kids are that smoking used to be commonplace on airplanes.

Thank you to the Wisconsin lawmakers that passed this landmark legislation and the Wisconsin residents that fought to make it a reality. Wisconsin truly is better with smoke-free air.

Sincerely,

**NAME**