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**Subject:** Do the Right Thing

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**Attachments:**

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Dear Mr. Big Tobacco Executive,

Look. I'm not sure how you were brought up, but I'll bet anything your Mom didn't raise you to deceive others. Did she teach you to hide what you really know, to mislead people, to sacrifice the health and lives of others to make yourself an easy buck?

When you wake up in the morning, are you proud of who you are? Have you achieved everything you wanted to do, or has working to addict people to nicotine for a living left you feeling empty inside. Please, don't give up hope. There's always time to change, but please, right now, for the sake of us all - smokers, non-smokers, kids who don't smoke yet, the families of smokers - take a long hard look at your life. If you feel the slightest remorse or guilt or doubt, be strong, be a warrior - do what you know is right and walk away from selling cigarettes.

For all of us, time on this earth is short, so spend it wisely being the best man you can be. You owe it the world, you owe it to your family and, most importantly, you owe to yourself.

Sincerely,

Shawn Best