

*Philippines' Most Child Friendly and Smoke Free Municipality*



# VILLAVERDE

[www.lguvillaverde.com](http://www.lguvillaverde.com)

ADVOCATE OF TRANSPARENCY AND GOOD GOVERNANCE

**@ 56: Genuine Service and Volunteerism: A continuing challenge to a Unified Villaverde**

✉ **Address:** Municipal Hall, Bintawan Road, Poblacion, Villaverde 3710 **Tel. (78) 808-0134 Mobile Hotline 0917-583-0737**  
**Website:** [www.lguvillaverde.com](http://www.lguvillaverde.com) **Social Media:** [Facebook.com/lgu.villaverde](https://www.facebook.com/lgu.villaverde) [Twitter.com/lguvillaverde](https://twitter.com/lguvillaverde)  
**Email Address:** [lguvillaverde@gmail.com](mailto:lguvillaverde@gmail.com) [lguvillaverde@yahoo.com](mailto:lguvillaverde@yahoo.com) [lguvillaverde@hotmail.com](mailto:lguvillaverde@hotmail.com) [lguvillaverde@myway.com](mailto:lguvillaverde@myway.com)

September 9, 2013

HON. FRANKLIN DRILON  
Senator  
Senate of the Philippines  
GSIS Bldg., Financial Ctr. Roxas Blvd., Pasay City

Dear Your Excellency:

Warm greetings from the Smoke Free Municipality of Villaverde, Nueva Vizcaya!

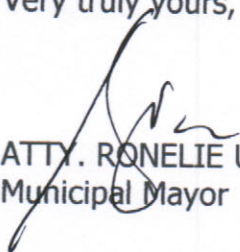
We would like to acknowledge your paramount effort to further discourage smoking, Your action to revive the proposals requiring the placement of graphic health warnings on the packaging of cigarettes and other tobacco products has been significantly noted despite strong opposition from the Tobacco Industry.

Apparently, the use of graphic images on cigarette packaging has a wider reach than mere text warnings, as images produce effects not just on the smoker, but on the people around especially those who have difficulty reading and writing.

Today, it is very alarming to note that tobacco continues to be the leading global cause of preventable death. Based on the World Health Organization record, smoking kills around six million people annually despite the "proven cost-effective means to combat this deadly epidemic."

Hence, we are co-advocate of this proposal. We are depending on you to push through this action in order to reduce, if not totally eradicate Smoking.

Very truly yours,



ATTY. RONELIE U. VALTORIBIO  
Municipal Mayor