



Milwaukee County

Supervisor David Bowen, 10th District

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SUPERVISOR BOWEN BACKS YOUNG PROTESTORS AT FAMILY DOLLAR

Demonstration underscores irony of tobacco sales

Milwaukee, WI – Supervisor David Bowen wants Milwaukee County residents to know about the National Day of Action against Family Dollar stores. Last night, dozens of community members, led by Youth Rising Up, a youth group of the Pathfinders organization, gathered at the corner of 27th and State Streets to join in a nationwide protest in front of Family Dollar stores. Family Dollar recently adopted a corporate policy of selling tobacco products, placing cigarettes and items like chewing tobacco in view of their customers, old and young.

“This demonstration lets Family Dollar know that people in neighborhoods where these stores are located want them to stop making it easy for kids to get hooked on these harmful products,” Supervisor Bowen said. “Tobacco use hits poor people and kids hard, wasting money they could otherwise spend on necessities. It also increases health care costs for employers, workers, and taxpayers.”

Supervisor Bowen noted that low-income people have the highest smoking rates, largely due to targeted marketing. Family Dollar’s core customers are female heads of household with below-average income and limited access to health care, which means their tobacco-related illnesses often aren’t caught until they’ve become more serious.

Supervisor Bowen is encouraging consumers to take peaceful yet visible action such as Thursday’s protest at Family Dollar, organized by Marty Hegedorn, Pathfinders Youth Coordinator. “Family Dollar’s decision to sell tobacco conflicts with their family-friendly image,” Bowen said. “It’s ironic that a business whose name includes the word ‘family’ would sell products so detrimental to families. We simply want this company to support the well-being of the community by choosing not to make tobacco products more accessible.”

Bowen and Hegedorn are inviting the community to voice their concerns about tobacco sales at the meeting of the Judiciary and Legislation Committee in Room 301-B at City Hall at 1:30 this Monday, June 4.

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