

FEB 21 '98 17:04

**Information box**

Section / Stage 3/95 - World News

Writer / Editor / Designer David/Cecilia

Pages 1

Approval: Aus: Betsy Cho, David Davies; Swiss: R. Collins; Nicola Oppermann

To Be Reviewed By (Legal): Aus: Ken Schoenholz; Swiss: Ned May

Art / Notes:

Proofs 1

Date:

**WORLD NEWS****MELBOURNE**

Philip Morris (Australia) Ltd. will continue the constitutional challenge it began in July to the federal government's Tobacco Prohibition Act, despite amendments recently tacked on the legislation. The act, passed by Parliament in 1992, bans tobacco advertising and events sponsorship. But the company maintains the provisions are so sweeping it prohibits the tobacco industry from publishing or broadcasting a wide range of communications. The Senate recently passed amendments softening some of the act's provisions, which the House has yet to act on. But David Davies, PM's vice president for corporate affairs, says, "Philip Morris' challenge is about the power of government to deny any group of Australians their right to communicate on important social, public and commercial issues. In the case of the tobacco industry, this right continues to be substantially denied."

**ZURICH**

A Milka-sponsored train began a two-year trek around Switzerland this month. The promotional effort is designed to both highlight the brand and its sponsorship of the World Bobsled Championships, which will be held in the country in 1997. The single car is painted in the familiar Milka Mar color with the brand logo on one side and a notice about the brand's

June

Advertising

on important  
political, social  
and commercial  
issues.

2040984357

2040984357.A