

## Philip Morris' Holiday 2001 intro, M

### Just in time for the holidays 2001, Philip Morris introduced M.

Philip Morris has been touting their new blend with the slogans "A Special Blend for a Special Season" and "Season's Greetings from Marlboro Country."

Matthew L. Myers, President of the Campaign for Tobacco-Free Kids was quoted in The Wall Street Journal on December 4, 2001 as saying, "It's selling cancer for Christmas." He also said that the slogan should be "M for murder."

