

August 28, 2013

Mr. Christopher Lee
CEO
Kitson
115 S. Robertson Boulevard
Los Angeles, CA 90048

Dear Mr. Lee:

I recently learned that sports jerseys emblazoned with the words “[Vicodin](#),” “[Adderall](#),” and “[Xanax](#)” are available for sale at Kitson retail locations and on [shopkitson.com](#). These products make light of prescription drug abuse, a dangerous behavior that is responsible for more deaths in the United States each year than heroin and cocaine combined. On behalf of The Partnership at Drugfree.org and the families we serve, I ask you to stop selling these irresponsible products.

Medicine abuse has increased 33 percent over the past five years with one in four teens having misused or abused a prescription drug in their lifetime. Because of the rise in medicine abuse, more Americans now die from drug overdoses than in car crashes each year. As a store popular with young celebrities and other trend setters, it is important that you do not act to normalize or in any way glamorize this deadly behavior.

As recent research from the Partnership shows, teens and parents alike do not understand the risk associated with the misuse and abuse of prescription drugs. Tongue-in-cheek products that normalize and promote prescription drug abuse only serve to reinforce the misperception about the danger associated with abusing medicine and put more teens at risk.

Along with eighteen corporate partners, seven federal partners and nearly eighty nonprofit partners, the Partnership recently launched The Medicine Abuse Project, an awareness and action campaign aimed at reducing the number of teens abusing medicine by half a million over the next five years. I invite you to visit www.drugfree.org/medicineabuseproject to learn more about medicine abuse and how and why teens are engaging in this dangerous behavior. As a business that attracts young consumers, you could play a key role in helping to reduce this behavior rather than winking and nodding at it.

I hope that you will agree that the epidemic of prescription drug abuse is no laughing matter and pull these products from your stores and website immediately.

Thank you for your consideration of this request and I look forward to your response.

Sincerely,



Stephen J. Pasierb
President and CEO