

An Open Letter to the LEGO Group from 150 Organizations in the U.S. and Worldwide: Ask Formula 1 to End All Tobacco Company Sponsorships

Niels B. Christensen, CEO
LEGO Group
Åstvej 1, 7190 Billund
Denmark

Cc: Formula 1 Board of Directors
Lando Norris
Oscar Piastri
Lewis Hamilton
Charles Leclerc
Walt Disney Company
Mattel, Inc.

March 4, 2026

Mr. Christensen:

We are writing with regard to the LEGO Group's partnership with Formula 1 that is increasing the visibility of the sport with your brand's enormous youth audience. As organizations committed to protecting the health of our children, we are deeply concerned that tobacco companies are also partnering with Formula 1 teams to reach this youth audience with marketing for their harmful and addictive products.

Formula 1 ended cigarette sponsorships in 2006, which was the right thing to do. To protect the health of children, we urge you to join us in calling on Formula 1 to do the same with other tobacco products, including nicotine pouches.

Philip Morris International, one of the largest global tobacco companies, recently announced an [expanded partnership](#) with Ferrari to promote its Zyn nicotine pouches at Formula 1 races. In addition, British American Tobacco continues to promote its Velo nicotine pouch brand through its sponsorship of the McLaren team and [recently announced](#) a refreshed design to highlight the Velo logo.

Through these sponsorships, tobacco companies are reaching millions of young Formula 1 fans around the world – including those LEGO has helped attract to the sport. Decades of science shows

[this type of marketing and sponsorship appeals to kids](#), who are particularly vulnerable to these harmful and addictive products. Like other tobacco products, these pouch products contain nicotine, which is highly addictive, [can harm the developing adolescent brain](#), and can prime the brain for addiction to other drugs.

The risk of these tobacco product sponsorships reaching large numbers of youth is substantial. Formula 1 has made no secret of its efforts to expand its youth audience, including through partnerships with LEGO and other youth-oriented brands. In its [2025 Global Fan Survey](#), Formula 1 touted the growth of its young fanbase, stating that “Gen Z is helping shape the rhythm of modern fandom, engaging with the sport more frequently and on a deeper emotional level.” According to a recent [news report](#), “More than 4 million children aged 8 to 12 now actively follow Formula 1 across the EU and US, an audience that didn’t exist five years ago.”

To protect the health of its young fans, it is imperative that Formula 1 act quickly to update its existing prohibition of cigarette sponsorships to include other types of tobacco products, including newer products like nicotine pouches. As a brand beloved by children across the globe and a valued partner of Formula 1, we urge LEGO to join us in asking Formula 1 to do the right thing for our children.

Sincerely,

Academy of General Dentistry
Action on Smoking and Health (USA)
ADIC Sri Lanka
Advocacy Center LIFE
AENT Chile
African American Tobacco Control Leadership Council
African Tobacco Control Alliance (ATCA)
Alianza Por La Salud
AME Church Social Action Commission
American Association for Cancer Research
American Association for Dental, Oral, and Craniofacial Research
American Cancer Society Cancer Action Network
American Dental Association
American Lung Association
American Thoracic Society
ASH Canada
ASH Scotland
Asociatia Generatia Romania Sanatoasa 2035
Association for the Treatment of Tobacco Use and Dependence (ATTUD)
Association of Black Cardiologists
Association of Black Women Physicians
Australian Council on Smoking and Health
Belgian Foundation Against Cancer

Burundian League Against Epilepsy
CADCA
Campaign for Tobacco-Free Kids
Cancer Council Western Australia
Cancer Prevention and Treatment Fund
CEDRO - Centro de Información y Educación para la Prevención del Abuso de Drogas
Center for Health Policies and Studies of Republic of Moldova
Center for the Study of Law, Justice and Society DEJUSTICIA
Coalición México Salud-Hable
Coalition for Americas' Health
Colectivo de Abogados y Abogadas José Alvear Restrepo
Comisión Nacional Permanente de Lucha Antitabaquica COLAT Perú
Comité National Contre le Tabagisme, CNCT
Comité/Club Unesco Universitaire pour la Lutte Contre la Drogue et autres pandémies (CLUCOD)
COPD Foundation
Corporate Accountability
Costa Rica Saludable
Counter Tools
Data and Implementation Sciences for Health, Inc.
Development and Policies Research Center
Development Organisation of the Rural Poor-DORP
FAKTA Indonesia
FIAN Colombia
Fundación Bolivia Saludable
Fundación InterAmericana del Corazón
Fundeps Argentina
GLMA: Health Professionals Advancing LGBTQ+ Equality
Global Alliance for Tobacco Control
GSM-Gençlik Servisleri Merkezi
Hasanuddin CONTACT
Health Funds for a Smokefree Netherlands
Health Institute Association
Healthy Caribbean Coalition
Hope Cancer Resources
Human Development Foundation
Indonesian Youth Council for Tactical Changes (IYCTC)
Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health
Institute of Health and Strategic Development of the Ministry of Health of the Republic of Uzbekistan
IntelliQuit
Israel Cancer Association
Japan Society for Tobacco Control
Jovenes en Acción: por la Salud y Medio Ambiente / FBS
Kenya Tobacco Control and Health Promotion Alliance
Kerala Voluntary Health Services

King Hussein Cancer Center - Cancer Control Office
Kosovo Advocacy & Development Centre
Lentera Anak Foundation
Liga de Consumidores Con Tal Cual
Ligue Sénégalaise contre le Tabac (LISTAB)
Mathiwos Wondu Foundation
MATL (Mobilize Against Tobacco Lies)
Mocha Moms Inc
NAACP
National Association of Black Oncologists
National Association of Elementary School Principals
National Association of Hispanic Nurses
National Association of Pediatric Nurse Practitioners
National Association of School Nurses
National Association of Secondary School Principals
National Heart Foundation of Bangladesh
National Network of Public Health Institutes
National Tongan American Society
NCNW
North American Quitline Consortium
Norwegian Cancer Society
NPUC
OMIS Uruguay
Oncology Nursing Society
Parents Against Vaping
Philippine Legislators' Committee on Population and Development (PLCPD)
Philippine Smoke-Free Movement
Policy Research for Development Alternative (UBINIG)
Positive Youth Development Network
Power and Participation Research Centre (PPRC)
Pratyasha Anti-Drug's Club
Prevent Cancer Foundation
Preventing Tobacco Addiction Foundation/Tobacco 21
Preventive Cardiovascular Nurses Association
PROI Sarajevo
Proyecto Squatters
Public Health Solutions
Red PaPaz
RENATA
Research Group on Tobacco Control (RGTC) Faculty of Public Health Universitas Airlangga
Royal Health Awareness Society
Salud Justa Mx
Save A Girl, Save A World
SDH Center for Equity, Universitas Indonesia
Slovenian Coalition for Public Health, Environment and Tobacco Control
Smoke Free Partnership

Smokefree Jakarta
Social Determinant of Health Universitas Indonesia (SDH UI)
Social Watch Philippines
Society for Public Health Education
Society for Research on Nicotine & Tobacco
South African Tobacco-Free Youth Forum (SATFYF)
Southeast Asia Tobacco Control Alliance (SEATCA)
Spanish Association Against Cancer
Spanish Network of Health Promoting Universities
Swedish Cancer Society
Swedish Heart Lung Foundation
Swiss Association for Tobacco Control
Tabaconomia
The Aceh Institute
The Alliance of Independent Journalists (AJI) Jakarta
The Heart Foundation of Jamaica
The Jamaica Coalition for Tobacco Control
The National Alliance to Advance Adolescent Health
Tobacco Control Alliance of Georgia
Tobacco Control Research Center, Health Communication Institute of Fudan University
Tobacco Control Research Group, Centre for 21st Century Public Health, University of Bath
Tobacco Control Support Center Indonesian Public Health Association (TCSC IPHA)
Tobacco Free Association of Zambia
Tobacco Free Jordan
Tobacco Free Portfolios
Transcending Institutions and Communities, Inc.
Truth Initiative
Uganda National Health Users/Consumers' Organization
Union for International Cancer Control
University of Strada Indonesia
UP Voluntary Health Association
Vision for Accelerated Sustainable Development
Vital Strategies
WHO Collaborating Center on Health Tax and Fiscal Policy, University of International Business and Economics
Youth Engagement Alliance (YEA)
Zambia Heart and Stroke Foundation
Zambia NCD Alliance