

# **An Open Letter to the Walt Disney Company from 150 Organizations in the U.S. and Worldwide: Ask Formula 1 to End All Tobacco Company Sponsorships**

Josh D'Amaro  
Walt Disney Company  
500 South Buena Vista Street  
Burbank, CA 91521

Cc: Formula 1 Board of Directors  
Lando Norris  
Oscar Piastri  
Lewis Hamilton  
Charles Leclerc  
LEGO Group  
Mattel, Inc.

March 4, 2026

Mr. D'Amaro:

We are writing with regard to the Walt Disney Company'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 Disney 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 Disney 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 the Walt Disney Company 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-Genclik 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