

# GLAXO WELLCOME PULLS AD FROM “NOTHING SACRED”

Glaxo Wellcome, the producer of Zantac 75 and Zyban, has officially withdrawn sponsorship of the ABC show, “Nothing Sacred.” That makes a total of ten companies that have withdrawn sponsorship of the program. The others are Isuzu, Weight Watchers, K-Mart, Benckiser, DuPont, Red Lobster, Ocean Spray, Sears and AT&T.

William Donohue commented on the latest company to quit:

“Kudos to Glaxo Wellcome. The North Carolina-based company has made a decision to pull sponsorship of ‘Nothing Sacred’ that will be applauded by millions of Catholics, as well as by millions of people of all faiths.

“What is special about Glaxo Wellcome’s exit is that it was recently rated by the American Family Association as the number-one sponsor of sex, violence and profanity on TV. If its decision to drop ‘Nothing Sacred’ means that it is reconsidering its past practices, then sincere congratulations are in order.

“We’ve now hit double-figures. Ten major U. S. corporations have sent a message to Michael Eisner of Disney that they will not promote any show that offends Catholics. It is our hope that the next move will be taken by Mr. Eisner himself.”