

HAROLD ROGERS  
5TH DISTRICT, KENTUCKY

COMMITTEE ON APPROPRIATIONS  
CHAIRMAN



Congress of the United States  
House of Representatives  
Washington, DC 20515-1705

PLEASE RESPOND TO:

WASHINGTON OFFICE:

2406 RAYBURN HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-1705  
(202) 225-4601

DISTRICT OFFICES:

551 CLIFTY STREET  
SOMERSET, KY 42503  
(606) 679-8346 OR  
1-800-632-8588

601 MAIN STREET  
HAZARD, KY 41701  
(606) 439-0794

110 RESOURCE COURT  
SUITE A  
PRESTONSBURG, KY 41653  
(606) 886-0844

May 7, 2013

Richard Hayne, President and CEO  
Urban Outfitters  
5000 South Broad Street  
Philadelphia, PA 19112

Dear Mr. Hayne:

In the United States, someone dies every fifteen minutes from a prescription drug overdose, and the Center for Disease Control has characterized this problem as an epidemic. Because of the widespread havoc wreaked in my region of Southern and Eastern Kentucky, I have made it part of my career's work in the U.S. Congress to beat back the misuse and abuse of prescription medicines. You can understand, therefore, that I was incredibly dismayed to learn that the Fortune 500 company under your charge, Urban Outfitters, has taken such a cavalier attitude towards this epidemic in its release of a new product line including flasks, shot glasses and pint glasses designed to look like prescription pill bottles. While I understand that your company's business model is predicated on the sale of controversial products, I believe marketing products to young people with an explicit allusion to the misuse of prescription medicines is simply a bridge too far.

More pointedly, for a company with sales of \$2.79 billion in 2012 to trivialize the pain and suffering of those struggling with addiction is tasteless at best but irresponsible at worst. Nearly a quarter of high school students – more than 5 million of our country's children – have admitted to abusing prescription medications and also mistakenly believe that abusing prescription pills is safer than "street drugs," like cocaine or ecstasy. Your new Rx products, which are targeted at these very young people, play directly into these dangerous – and deadly – misconceptions. Considering that two out of three teens who start to abuse prescription medications simply take these pills from the family medicine cabinet, I fear the sale of these incorrigible items could have the unfortunate consequence of leading more teens to seek out prescription meds or even worse, an increase in Rx drug related overdoses. I would encourage you to remove these items from the shelves immediately so as not to contribute to this epidemic.

Thank you for your consideration. If you would like to discuss this issue with me or any of the other Members of the Congressional Caucus on Prescription Drug Abuse, please feel free to contact Megan O'Donnell of my staff at (202) 225-4601.

Sincerely,

A handwritten signature in blue ink that reads "Hal Rogers".

HAROLD ROGERS  
Member of Congress