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Best

RADIO RADIO RADIO RADIO RADIO RADIO RADIO

SHANDWICK

Title: Holiday Season
60 Seconds

Date: 12-20-99
Client: Lorillard

SFX/Speaker

Audio

Up with music bed of
Auld Lang Syne

Announcer

Soon we will begin a new year... and a new millenium.

But as most of us contemplate what a new century will bring, the New York state legislature is rushing to bring us... a new tax.

That's right, before the end of the year the legislature could pass a new xx% increase in the excise tax on cigarettes. That would make New York's tax the largest of its kind in the United States.

New York residents already pay more state, county and local taxes per capita than any other state in the union. And this past year, New York's state government had a budget surplus.

With New York's government coffers overflowing, a new tax is simply unfair.

**ALT LINE: WITH NEW YORK'S GOVERNMENT
FLUSH WITH CASH, A NEW TAX HIKE IS SIMPLY
UNFAIR.**

Call your state legislators and let them know how you feel about a new tax increase.

After all, it's the holiday season... it's time to



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celebrate a new year, not a new tax.

Paid for by the xxx xxxxx xxxxxx x xx x x.

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