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SHANDWICK

Title: "Merry Tax-Mas" v.2
60 Seconds

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Client: Lorillard

SFX/Speaker

Audio

ANNCR:

Hey New York – the holiday greeting out of Albany this year is "Merry Tax-Mas"

...and it's a rotten way to ring in the New Year!

Our state legislators are planning an enormous tax hike that would double the state's cigarette tax to 55 cents per pack.

Just so they can fund another big-government, healthcare entitlement program.

A new tax increase on cigarettes would make New York's tax the largest of its kind in the United States.

Gee Albany – thanks. Pardon us for not breaking out the noisemakers and party hats!

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.

What are they thinking?

When cigarette taxes are doubled, cigarette revenues will decline.

Who will fund New York's big-government, healthcare

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program when that happens?!

Call your state legislators and let them know it's time
to celebrate a new year, not a new tax.

Disclaimer

(TRT: :11)

*Paid for by Brown & Williamson Tobacco Co., Lorillard
Tobacco Co., New York Food Industry Alliance, New
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