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SHANDWICK

Title: "Happy New Tax" v.2
60 Seconds

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SFX/Speaker

Audio

ANNCR:

Hey New York – the holiday greeting out of Albany this year is "Happy New Tax"

...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 57 cents per pack. Bringing the total tax per pack to more than a dollar!

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.

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 program when that happens?!

by

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Call your state senator at 888-607-9976 and let them know it's time to celebrate a new year, not a new tax. Call now, 888-607-9976.

Disclaimer

(TRT: :11)

Paid for by Brown & Williamson Tobacco Co., Lorillard Tobacco Co., ~~New York Food Industry Alliance,~~ New York Association of Convenience Stores, and ~~R.J. Reynolds Tobacco Co.~~

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