
RADIO RADIO RADIO RADIO RADIO RADIO RADIO

SHANDWICK

Title: "Time of the Year"
60 Seconds

Date: 12-20-99
Client: Lorillard

SFX/Speaker

Audio

Up with music bed and
sounds of crowd counting
down as the ball drops in
time square.

Crowd: "Ten, nine..."

Announcer

It's the most wonderful time of the year...

Crowd: "three, two, one"

Unless you live in New York.

Sound of lone party
whistle

Announcer

State legislators are planning an enormous tax hike
that would double the state's cigarette tax in order to
fund another big-government, healthcare entitlement
program.

The 55 cents-per-pack increase would make New
York's tax the largest of its kind in the United States.

New York already collects \$1 billion a year from
cigarette makers. One billion a year!

This new tax will increase smuggling and drive

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millions of dollars a year in sales to low-tax states like New Jersey.

Who will fund New York's big-government, healthcare program when that happens?

Call your state legislators and tell them their shortsighted political fix won't work. Creating a new healthcare program with tobacco taxes is a bad idea.

Disclaimer

(TRT: :11)

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

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