

May 30, 2019

Dear Advertising Professionals: Don't Take the NRA's Blood Money!

After multiple lawsuits and an attempted coup, Oklahoma City based advertising agency Ackerman McQueen has ended its 30+ year partnership with the National Rifle Association¹. We are calling on all major advertising agencies in the United States to refuse to do business with the NRA and their deadly "guns everywhere for everyone" agenda.

For decades, the NRA has worked to loosen gun regulations and allow the firearms industry to market military-style weapons to civilians, leading to sharp increases in gun deaths all across the nation. According to the latest data from the CDC, in 2017, guns claimed 39,773 lives, the highest gun death total and rate in our nation since 1999.² This increase is no accident: it's the result of deliberate policies perpetuated by the NRA, a lobby that's more interested in helping the firearm industry sell guns and increasing its membership dues, than the well being of our citizens.

In fact, just last week, a study published in the The Journal of Empirical Legal Studies, underscored past research that linked loose gun laws to higher rates of gun deaths. Specifically, that study found that the very laws the NRA actively lobbies for, right-to-carry handgun laws, increase violent crime by 13% to 15% in the decade after a state adopts them.³

To put it simply: **The NRA's agenda is killing Americans.**

Many of us are survivors of gun violence and know the damage and havoc guns wreak on individuals, families, and entire communities. We've organized and built coalitions across the country to push our lawmakers to adopt laws that will raise the standard for gun ownership and prevent gun manufacturers from selling firearms intended for military use to American civilians.

While we are committed to this important work, we also recognize that federal legislative change takes time. But Americans are dying from gun violence today. The NRA and its ad consultants have successfully advanced dangerous laws through a carefully-cultivated public image. You know better than anyone how the right advertising campaign can change public opinion. That's why we are asking you -- our nation's largest advertising agencies -- to stand with gun violence survivors, parents, teachers, students, and millions of American all across the country and play your part in weakening the dangerous gun lobby in order to help build safer American communities and a future with fewer guns.

Thank you,

Alliance for Gun Responsibility
Arizonans for Gun Safety
Brady
Ceasefire PA
Change the Ref
Coalition to Stop Gun Violence
Colorado Ceasefire
CT Against Gun Violence
Delaware Coalition Against Gun Violence
Docs Demand Action
Mitch Dworet
Ladd Everitt
Gays Against Guns
Georgia Alliance For Social Justice

Gun Safety Alliance
GunSense Vermont
Guns Down America
Fred Guttenberg
Lori Haas
Debbi Hixon
David Hogg
Jr Newtown Action Alliance
March For Our Lives
Michigan Coalition To Prevent Gun Violence
Alyssa Milano
Po Murray
New Mexicans To Prevent Gun Violence
Newtown Action Alliance
NoRA

Ohio Coalition Against Gun Violence
Manuel Oliver
One Pulse for America
Orange Ribbons For Gun Safety
Orange Wave For Gun Safety
Andy Parker
Rev. Michael Pflieger
Lonnie Phillips
Sandy Phillips
Joseph Sakran
States United To Prevent Gun Violence
Stop Handgun Violence
Survivors Empowered Action Fund
This Is Our Lane
Violence Policy Center
Igor Volsky
Brandon Wolf

¹ <https://www.thedailybeast.com/nratv-future-in-jeopardy-after-the-ad-agency-ackerman-mcqueen-severs-ties-with-the-nra?ref=scroll>

² <https://www.cdc.gov/injury/wisqars/index.html>

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