



AMERICANS FOR TAX REFORM



Talk Radio Alert

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Melissa Brown Pledges She'll Say "NO!" to Tax Hikes

Ellen Bard now set apart from Republicans Brown, Bush, Specter, and Toomey—all of whom have signed the pledge

Washington—Today Americans for Tax Reform (ATR) announced that Melissa Brown, candidate for Congress in Pennsylvania's 13th District, has signed the group's Taxpayer Protection Pledge. Brown's rival Ellen Bard now stands apart from Republicans Pennsylvanians know and trust who have all signed the Pledge. Both Republican candidates for the U.S. Senate have signed the pledge, as has President Bush.

"Branding is important. Marketers have always known this. As the taxpayer movement has gained steam, more and more Republicans have signed on the dotted line and promised not to raise taxes. So Republicans have become the party of lower taxes, and have enjoyed electoral success as a result. That's why now nearly every prominent Republican in Pennsylvania has signed the Pledge," said ATR President Grover Norquist.

To date, the pledge has been signed by 216 U.S. Representatives, 42 Senators and the President of the United States. All signatories stand ready to defend taxpayers with a promise to oppose any and all tax increases.

"What's not so understandable," continued Norquist, "is that there is a serious Republican contender who has not yet signed the Taxpayer Protection Pledge. Over and over we have seen what happens when politicians get into office who haven't signed—they raise taxes. When they're Republicans, the GOP 'brand' is damaged. No matter who they are, the taxpayer loses."

Harvard-educated and street-smartened by years as a Washington DC conservative activist, *Norquist is your show's ultimate guest for a tax or regulation segment.* His bio can be found at <http://www.atr.org/staff> and you can find more information about his organization, Americans for Tax Reform, at www.atr.org.

Recent news pieces on Grover Norquist include:

- Profile in the Washington Post: "Sowing the Seeds of GOP Domination."
<http://www.washingtonpost.com/wp-dyn/articles/A8423-2004Jan11.html>
- Profile in Mother Jones: "The Soul of the New Machine."
http://www.motherjones.com/news/feature/2004/01/12_402.html

Americans for Tax Reform is a non-partisan coalition of taxpayers and taxpayer groups who support tax simplification and oppose all federal and state tax increases. For more information or to arrange an interview please contact Chris Butler at (202) 785-0266 or by email at cbutler@atr.org