



LET THEM HEAR YOU

Say No to Higher Tobacco Taxes that Hurt Retailers

The Louisiana Legislature Will Consider Increasing the Cigarette Excise Tax by Nearly 300%!

Tell your legislators in Baton Rouge to vote NO on any proposal to raise the Cigarette excise tax!

YOU NEED TO KNOW:

The Louisiana legislature will consider a proposal to raise the state excise tax on cigarettes by as much as **\$1.05-per pack –TRIPLING** the current rate. This would bring Louisiana's cigarette excise tax to \$1.41 per pack, higher than neighboring Mississippi and Arkansas. Adult smokers would pay \$14.10 per carton in state cigarette excise taxes alone!

Enactment of a \$1.05-per pack increase would mean a carton of cigarettes in Louisiana would be subject to:

- ▶ **\$7.30 per carton more** in state excise taxes than a carton sold in **Mississippi**
- ▶ **\$2.60 per carton more** in state excise taxes than a carton sold in **Arkansas**

WHAT THIS MEANS TO YOU:

- ▶ Raising taxes during a tough economy *is a bad idea* and only burdens hardworking business owners and taxpayers even more – especially on the heels of the recent increase to the Social Security Payroll Tax rate.
- ▶ Higher tobacco taxes *hurt* local retailers by encouraging adult smokers to purchase tobacco products from other sources, such as across state lines or where taxes are not collected.
- ▶ This could hurt your business, bottom line and cost jobs as a result of the sales you lose.

SPEAK OUT AND SAY NO!

Let your legislators know that increasing Louisiana's cigarette tax is a Bad Idea!

Tell them to vote NO on any proposal to raise the cigarette excise tax!

TAKE ACTION TODAY!

Call your State Legislator in Baton Rouge at 1-877-925-8742
or visit www.tobaccoissues.com/Louisiana to send an email.

YOU MAY WANT TO TELL YOUR STATE LEGISLATOR:

- Higher cigarette taxes hurt small businesses and threaten local jobs.
- Taxes should be reasonable and the burden should be shared by everyone not just adult smokers.
- We need responsible, long-term solutions to address budget issues – NOT higher taxes.
- The Government needs to live within its means just like taxpayers are expected to do.
- This is an important issue for 2013 and you will remember how they vote!

Contact Your Legislators Today - Stand Up, Speak Out & Make a Difference!

Thank you for your participation. Contacting your elected officials will make a difference.

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