



Purchase a gun for someone who can't and buy yourself 10 years in jail.

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Firearms Industry, U. S. Attorney, ATF and Local Media Join Forces to Stop Illegal Purchases of Firearms in the Northern District of Texas

"Purchase a gun for someone who can't and buy yourself 10 years in jail."

Dallas, TX — Richard B. Roper, United States Attorney for the Northern District of Texas; representatives from the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF); and the firearms industry's non-profit trade association, the National Shooting Sports Foundation (NSSF), today jointly announced a major campaign to reduce significantly the illegal straw purchases of firearms in the Northern District of Texas. The program, called *Don't Lie for the Other Guy*, was developed to raise public awareness that it is a serious crime to purchase a firearm for someone who cannot legally do so and to educate firearms dealers on how to better detect and deter potential straw purchases. The campaign drives home the message that anyone attempting an illegal firearm purchase faces a stiff federal penalty: **Purchase a gun for someone who can't and buy yourself 10 years in jail.**

According to ATF statistics, over 99 percent of firearms dealers are law abiding. At a recent National Firearms Law Seminar ATF reported that only a small fraction of one percent of

all firearms dealers faced criminal prosecution. ATF has long recognized the important role firearms dealers play in the fight to curb the illegal purchase of firearms. In 2005, ATF arrests led to over 1,440 individuals being convicted of illegal firearms trafficking, up 14 percent from the previous year.

"The 'Don't Lie' Program is an important facet of our Project Safe Neighborhoods program --- a federal program aimed toward the aggressive prosecution of gun crimes to reduce violent crime and protect the public," said United States Attorney Roper. "From this program the message is clear --- if you lie to a federally-licensed firearms dealer to buy a firearm, you're in serious trouble with the law."

The ATF is on record as saying, "The *Don't Lie for the Other Guy* program is vital in educating firearms dealers and their employees on how to recognize and deter the illegal purchase of firearms through straw purchases. This program is an important tool for ATF as we pursue our mission of preventing terrorism, reducing violent crime, and protecting the public."

"This program has been welcomed by firearms dealers as a valuable educational tool to better enable them to spot would-be straw purchasers and prevent illegal firearm sales," said Lawrence G. Keane, senior vice president and general counsel of NSSF. "Our goal in reaching out to the public is to let them know they are committing a serious crime by attempting to purchase a firearm for someone who cannot legally possess one. We applaud and appreciate the support of the United States Attorney, the ATF and local media for stepping up to lead this effort."

The campaign will visit firearms dealers in the Northern District of Texas to distribute *Don't Lie* retailer kits. Each kit contains a video and informational brochure for storeowners and their staff as well as point-of-purchase displays aimed to raise public awareness and deter this illegal activity. United States Attorney Roper will also serve as a spokesperson in a television public service announcement that delivers the *Don't Lie* message.

Lawrence G. Keane, firearms industry spokesman, and senior vice president and general counsel of NSSF, is available for interviews upon request. On display outside the U.S. Attorney's office will be one of the *Don't Lie* trucks traveling the state.

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Don't Lie for the Other Guy is a joint program of the ATF, NSSF and the U.S. Department of Justice's Project Safe Neighborhoods (a program that according to the ATF's 2005 Annual Report led to a 50 percent drop in firearms related violence during it's first four years, 2001 – 2005).

Funding for the program comes from a grant for the United States Department of Justice and NSSF. This joint funding provides for program administration, media outreach and ongoing firearm retailer education. ATF will continue to work with retailers in their efforts to identify and deter straw purchases.



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