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## **Firearms Industry, ATF, Public Officials, U.S. Attorney, Local Law Enforcement and Community Groups Join Forces to Stop Illegal Purchases of Firearms in Memphis**

*“Buy a gun for someone who can’t and buy yourself 10 years in jail.”*

**Memphis, Tenn.** — Representatives from the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), Memphis - based community groups, public officials, local law enforcement and the National Shooting Sports Foundation (NSSF) – the non-profit trade association for the firearms industry – today jointly announced a major campaign to reduce significantly the illegal straw purchases of firearms in Memphis. 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: **Buy a gun for someone who can’t and buy yourself 10 years in jail.**

“This program is a cooperative effort focused on preventing illegal gun purchases and keeping guns out of the hands of criminals,” stated ATF Special Agent in Charge James

Cavanaugh of the Nashville Field Division. “ATF and our law enforcement partners will continue to aggressively target firearms traffickers and violent offenders in order to make Memphis a safer place.” Cavanaugh added, “Parents teach their kids not to lie. That is still good advice today, just *Don’t Lie for the Other Guy.*”

Residents and visitors to Memphis will see *Don’t Lie for the Other Guy* billboards, transit signs and posters throughout the city, as well as hear the campaign’s serious message via radio and television public - service announcements. Outdoor media signs will be displayed anywhere from four weeks to several months, and the PSA will be played for the next month.

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.”

NSSF Senior Vice President and General Counsel Lawrence G. Keane said, “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 purchases. Our goal in reaching out to the public is to warn them that 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 ATF, United States Attorney and local community groups for stepping up to lead this effort.”

The campaign is reaching out to firearms retailers in the Memphis area and distributing *Don’t Lie* retailer kits. Each kit contains a training video and brochure for the storeowner and staff as well as point-of-purchase displays aimed to deter this illegal activity. Last week, as part of an ATF – firearms dealer educational seminar in Memphis, *Don’t Lie* retailer kits were distributed to participants.

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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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