



A national campaign to prevent
the illegal purchases of firearms



The National Shooting Sports Foundation is the trade association for the firearms industry.

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ATF and Firearms Industry Join Forces to Stop Illegal Purchasing of Firearms in Chicago

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

Chicago, March 24 -- The Bureau of Alcohol, Tobacco, Firearms and Explosives and representatives from the National Shooting Sports Foundation (NSSF) - the trade association for the firearms industry - today jointly announced a major campaign to reduce significantly the illegal straw purchases of firearms in Chicago.

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 or for someone who does not otherwise want his or her name associated with the purchase. The program is also designed to educate firearms dealers on how to better detect and deter potential straw purchases. The campaign, which has been enhanced to better focus on the purchasers, 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.

Andrew Traver, Special Agent in Charge, ATF Chicago Field Division said, "We at ATF look to the Federally Licensed Firearms Dealer as our integral partner on the first line of defense in combating illegal firearms trafficking and diversion. Virtually all crime guns at some point in their "life" originate from a licensed premise. By educating the Federal Firearms Licensee community in how to recognize and detect straw purchase and firearms trafficking schemes and other illicit techniques employed by criminals to illegally acquire firearms, we can work together to deter these attempts and to successfully curtail the flow of firearms to the criminal element."

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 straw purchases. Our goal in reaching out to the public is to warn them that they would be 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 for joining with members of our industry in this cooperative effort."

Residents and visitors to Chicago will see Don't Lie for the Other Guy billboards and posters as well as taxi and bus signs, and will hear the campaign's strong message via radio and television public service announcements (PSA). Outdoor media signs will be displayed anywhere from four weeks to several months, and the PSA will be played for the next month.

The Don't Lie for the Other Guy program is a vital component of ATF's outreach efforts to educate firearms dealers and their employees on how to better recognize and deter the illegal purchase of firearms through straw purchases. This program is an important tool for ATF to accomplish its mission of reducing violent crime and protecting the public. The campaign is reaching out to firearms retailers in Chicago 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.

Don't Lie for the Other Guy is a joint program of ATF, NSSF and the U.S. Department of Justice's Project Safe Neighborhoods. Funding for the program comes from a grant from the U.S. Department of Justice.

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