

Citizens for LOCAL RIGHTS

Dear Sir or Madam:

On November 4, 2014 the registered voters of the State of Arkansas will vote on the Alcohol Beverage Amendment. This proposed change to our State's constitution will dramatically change the way alcohol is sold in Arkansas. Listed below are a few of the changes our attorneys say will likely occur if this dangerous and radical proposal is passed:

1. All 75 counties will be wet with no way for any counties, townships, cities, or wards to be voted back dry.
2. It will open the door for large corporations to own multiple permits.
3. It will put all liquor and wine in grocery stores, convenience stores and big box retail chains.
4. It will eliminate the buffer zone that currently exists on alcohol beverage permits being located next to schools and churches.

To date, we have raised in excess of 1.5 million dollars to aid in funding our legal challenges and media campaign.

The legal challenge is scheduled to be heard on October 9th in the Arkansas Supreme Court. We have excellent lawyers, but we can't solely depend on winning the court challenge. We must prepare for a campaign.

We do have a path to victory and multiple polling surveys have reinforced our beliefs that we will win if we follow our path. In the coming weeks we will begin a robust and sophisticated messaging campaign that includes a substantial investment in television, radio, and targeted direct mail.

This legal fight and election campaign is extremely expensive, but necessary. Every local alcohol retailer in Arkansas, regardless of geographic proximity, will be negatively affected if this amendment passes. About 60 stores are currently shouldering the lion's share of our fundraising. **We must have more help. Your financial contribution is crucial to defeating this measure and to protect your business.** Enclosed is a self addressed stamped envelope. Please enclose a contribution and return promptly. Every contribution, regardless of amount, will make a difference.

Lastly, contact your friends, neighbors, and local officials and ask for their help in defeating this. **We all must do our part.** It will take all of us to win this battle. Please call (501) 351-4598 or email me at brianrichardson.ar1@gmail.com if you have questions.

Sincerely,



Brian Richardson

Campaign Manager, Citizens for Local Rights

PS – If our court challenge is successful all monies will be returned in an equal pro-rata manner.