



A national campaign to prevent
the illegal purchases of firearms



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

FY-10-03

For Immediate Release

October 21, 2009

www.atf.gov

www.dontlie.org

PIO Michael Hoffman, ATF

Office: (818) 265-2500

Cell: (951) 538-4803

Ted Novin, NSSF

Office: (203) 426-1320

Cell: (202) 253-1860

ATF, U.S. Attorney, and Firearms Industry Join Forces to Stop Illegal Purchases of Firearms in San Diego

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

San Diego, Calif., – The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF), and representatives from the National Shooting Sports Foundation (NSSF) – the trade association for the firearms industry – today announced a major campaign to reduce significantly the illegal straw purchases of firearms in San Diego.

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 transaction. 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.**

United States Attorney Karen P. Hewitt said, "We will not tolerate the illegal purchase of firearms in the Southern District of California. It is a felony to purchase a weapon for an individual who does not have a lawful right to buy it on his own; this crime carries penalties of up to ten years in federal prison. The U.S. Attorney's Office will continue to investigate and prosecute those individuals who engage in this illegal conduct, because it can result in dangerous weapons falling into the hands of felons, drug traffickers, and gang members."

-more-

“ATF is committed to partnering with NSSF to combat the illegal purchase of firearms by individuals and organizations that will not hesitate to use violence to further their criminal enterprise,” said John A. Torres, Special Agent in Charge of ATF’s Los Angeles Field Division. “As the agency responsible for enforcing federal firearms laws, we realize that seamless cooperation with federally licensed firearms dealers is the most effective way to stop the straw purchase of firearms. ATF’s goal is to prevent straw purchase schemes that have been employed by individuals supplying firearms to street gangs and also to Mexican Drug Trafficking Organizations, with senseless bloodshed often being the result.”

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

NSSF Senior Vice President and General Counsel Lawrence G. Keane said, “Understanding the importance of cooperating with law enforcement, the firearms industry through the NSSF has for nearly a decade partnered with the ATF and the Department of Justice (DOJ) Office of Justice Programs (OJP) to assist law enforcement in educating firearms retailers to be better able to identify and deter illegal straw purchases of firearms and to raise public awareness that straw purchasing is a serious crime. The Don't Lie for the Other Guy program has been welcomed by firearms retailers as a valuable educational tool to better enable them to spot would-be straw purchasers and prevent illegal straw purchases. This ATF/DOJ-OJP/NSSF partnership is a great example of coordination and tangible success on the federal, state, and local levels and with federally licensed firearms retailers throughout the country.”

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 the greater San Diego area and distributing Don't Lie retailer education 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 and the NSSF. Funding for the program comes from a grant from the U.S. Department of Justice.

###

