

Enough is Enough

'No Drink Tax' campaign to put power back in hands of taxpayers

TORONTO, May 25, 2007 – Starting today, Toronto taxpayers will be invited to make their voices heard by joining the 'Enough is Enough - No Drink Tax' campaign to fight the beverage alcohol tax being proposed by the City of Toronto. Residents are encouraged to contact Mayor David Miller and City Council and urge them to stop the tax.

The tax will impact 70% of Toronto households, imposing on average an additional burden of \$140 each year. City Council will decide by the end of June whether to introduce the new tax.

"The proposed Toronto drink tax could increase the price of a typical case of beer by as much as \$3 a case," said John Hay, President of the Ontario Craft Brewers Association. "This would be damaging to the sale of small brewer products and excessively punitive to Toronto beer drinkers who already pay exorbitantly high federal and provincial taxes," added Hay.

Jeff Newton, Eastern Canada President for Canada's National Brewers stated, "This campaign is designed to build awareness of this unfair tax and let people know they have the power to stop it."

The 'No Drink Tax' campaign officially begins today. Campaign workers will be stationed outside beer stores and other locations across Toronto to distribute flyers and talk to consumers about the implications of the proposed legislation. These mobilization efforts will be carried out over the coming weeks.

"Toronto's restaurant, hospitality and tourism sector has not recovered from the events of 9/11, SARS and a host of other factors," noted Rob Evans, President and CEO of the Ontario Restaurant Hotel and Motel Association. "The proposed drink tax, the proposed amusement admissions tax, the parking tax and all the other taxes being proposed by Council will only cause more people to stop visiting the city," added Evans.

Jan Westcott, President of Spirits Canada noted, "It's up to the people of Toronto to send a clear message to the Mayor and Council – Enough is Enough - no new drink tax."

The campaign was created by the people who produce and serve beer, wine and spirits in the City of Toronto. For more information, visit www.nodrinktax.ca.

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For more information, please contact:

Julie Bellissimo
NATIONAL Public Relations
416.848.1462
jbellissimo@national.ca

