

**BRADY CAMPAIGN TO PREVENT GUN VIOLENCE
IN PARTNERSHIP WITH ProtestEasyGuns.com
And the PENNSYLVANIA MILLION MOM MARCH CHAPTERS**

For News Media Planning Purposes
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*Media Advisory***Media Advisory***Media Advisory*

**ON A FATEFUL ANNIVERSARY,
DEMONSTRATION OUTSIDE
PRESIDENTIAL DEBATE IN PHILADELPHIA
TO URGE COMMON SENSE GUN LAWS**

Philadelphia, PA – On and around Wednesday, April 16, the first anniversary of the terrible tragedy that took 32 innocent lives at Virginia Tech, Philadelphia area residents will join more than 70 cities and towns across America in events to remember that tragedy – as well as all victims and survivors of gun violence – and call on Congress to act to strengthen the Brady background check system by closing the gun show loophole. They will participate in a demonstration on Wednesday evening, April 16, outside the National Constitution Center where Senators Hillary Clinton and Barack Obama are scheduled to debate.

At the demonstration known as a “lie-in,” demonstrators will lie down to recall the 32 innocent victims murdered at Virginia Tech. They’ll remain lying for just a few short minutes to highlight the short length of time it takes to purchase a gun in the United States.

“The American people know that it’s too easy for dangerous people to obtain dangerous weapons,” said Paul Helmke, President of the Brady Campaign to Prevent Gun Violence, a cosponsor of the April 16 national activities. “As we remember gun violence victims on April 16, we should urge Congress to close the gun show loophole immediately, and take other common sense steps to fight gun violence.”

“Easy access to guns has made our neighborhoods, our schools and our homes less safe. It’s time for us to take a stand against lax gun laws,” said Barbara Montgomery, President of the Pennsylvania Million Mom March Chapters and primary organizer of Wednesday’s demonstration.

WHEN: 7 PM Wednesday, April 16, 2008

WHERE: Outside National Constitution Center, Independence Mall
Fifth and Market, Philadelphia

ProtestEasyGuns.com is a grassroots lie-in protest movement that emerged last year in response to the deadliest shooting rampage by a single individual in U.S. history at Virginia Tech. Supporters are outraged at how easy it is to obtain a gun in the United States and believe it is time to

change lax U.S. gun laws that allow criminals and dangerous individuals easy access to guns. Each of the protests includes 32 individuals (symbolizing the number of students and teachers murdered at Virginia Tech and the 32 Americans murdered with guns every day in the United States). Protesters lie down silently for three minutes (signifying the brief amount of time it takes to buy a gun in the United States). The goal is to encourage like-minded citizens to stage their own protests around the country to influence the public discourse and ultimately the legislative process with regard to this critical national problem. Visit www.protesteasyguns.com

As the nation's largest, non-partisan, grassroots organization leading the fight to prevent gun violence, the Brady Campaign, with its dedicated network of Million Mom March Chapters, works to enact and enforce sensible gun laws, regulations, and public policies. The Brady Campaign is devoted to creating an America free from gun violence, where all Americans are safe at home, at school, at work, and in our communities.

For more information on April 16th activities, visit the Brady Campaign website at www.bradycampaign.org.

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