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Dear Members of New Jersey's Restaurant & Hospitality Industry:

As the leading business association representing the Garden State's largest private sector employer, the New Jersey Restaurant Association voted to endorse Chris Christie for Governor believing Christie's plan to cut taxes, reduce State spending, and eliminate burdensome red tape is the only hope to help create jobs and make New Jersey a more affordable place to live.

Consumers and employers are leaving New Jersey because it is no longer affordable, and with the highest tax burden in the country Governor Corzine and Lt. Governor candidate Senator Loretta Weinberg's and the Daggett-Esposito plans call for raising taxes even more.

A recent gubernatorial election was won with just 24,000 votes; the equivalent of one vote for every restaurant location in New Jersey. To help Chris Christie win, the New Jersey Restaurant Association is urging members of the industry to:

- Make sure restaurants, diners, bowling centers, bar owner, vendors, and other hospitality venue operators **vote for Chris Christie for Governor** on November 3, 2009.
- Speak to family members and tell them to vote for **Chris Christie for Governor**.
- Tell friends to vote for **Christie for Governor** to help make *NJ a more affordable place to live.*
- If appropriate, tell customers to vote for **Christie for Governor** *to lower income and corporate taxes in New Jersey.*
- Remind neighboring business owners to vote for **Christie for Governor** *to ease burdensome and onerous red tape.*
- Tell employees how we need a **tough Governor like former US Attorney Chris Christie** *to make the hard decisions needed to lead our State in a better direction.*

With restaurants in every community in New Jersey employing and serving millions of New Jerseyans during all stages of their lives, the industry is uniquely positioned to measure the pulse of residents. *We are very concerned about the future of our State and the hospitality industry.* **We have hope for the future of our State and for the hospitality industry under new leadership for our State with Chris Christie as Governor. We will hold him accountable for his pledge to lower taxes, reduce State spending, eliminate bureaucracy so that small businesses like restaurants can create jobs and make New Jersey a great place to live and dine out!**

Sincerely,



Deborah Dowdell
NJRA President