



CONTACT: Amy Allen
The Westchester County Association, Inc.
(914) 948-1168
aallen@westchester.org

For Immediate Release

WESTCHESTER COUNTY ASSOCIATION LAUNCHES “CALL TO ACTION” CAMPAIGN

*Major Initiative Will Mobilize Businesses and Individuals
From Across Westchester to Press State Legislators to
Control Spending, Lower Taxes and Consolidate Services*

White Plains, NY (April 15, 2010) Joined by representatives from a broad range of major economic sectors, The Westchester County Association (WCA) today launched its Call to Action Campaign. The major initiative will mobilize businesses and individuals from across Westchester to press state legislators to control spending, lower taxes, consolidate services and bring common sense to the state government. Among the participants who attended were representatives from real estate, small business, construction, hotel, healthcare and others.

William Mooney, WCA President, said that the timing of the press conference on the deadline day for filing income tax returns was deliberate. “April 15 is a painful reminder of the terrible price New York taxpayers are paying for the actions of the state legislators who have continued to spend and tax while the state slips ever further into economic chaos. Everyone is looking for tax relief. If none is forthcoming, residents will continue to move out and businesses will look elsewhere to relocate. It’s a recipe for disaster that has to be stopped.”

Alfred B. DelBello, WCA Chair stated: “Our Call to Action Campaign is a broad-based movement. It underscores that this is a full-blown crisis affecting everyone living and

working in Westchester. Steps must be taken immediately to turn this situation around. This is about the survival of Westchester's economic viability.”

A website especially created for the campaign was also unveiled. Mooney explained the features of www.CalltoActionCampaign.org which will play a key role in the WCA's goal to recruit individuals to join and add their voices in calling for reforms in Albany.

Mooney also announced that the WCA Call to Action Campaign is planning a major rally on Thursday, May 20 at the Hilton Rye Town Hotel, Rye Brook. “Hundreds of business people and others from across Westchester will join in sending a very clear message to Albany. There is strength in numbers. The way to get the attention of our elected officials is to show them our business community means business.”

One of the key objectives of the Call to Action Campaign will be to hold elected officials accountable to a set of principles that the WCA Call to Action Campaign committee developed. “Looking to the November 2 elections, we will monitor how the legislators abide by these principles and publicize the results so that voters have the information they need to make informed decisions,” Mooney stated.

The principles are:

- Spending must be reduced significantly and the state must live within its annual revenues without increasing taxes and fees.
- The tax burden on individuals, families and businesses must be significantly reduced.
- New York must become more economically competitive with other states.
- School aid and Medicaid spending must be held flat.
- Government agencies and functions must be consolidated.
- Adjust public sector compensation and benefits to reflect today's economic realities.
- Reform state budget process to instill more transparency and accountability.

The Westchester County Association is the preeminent business membership organization in Westchester County. The Association is committed to business advocacy, economic vitality and to providing a strong and clear voice for the interests of businesses on the regional, national and international levels. Its key objectives are: promoting positive economic development in the region; fostering business development; and providing its members with access and interaction with key public and private sector individuals, agencies and organizations.