

PRESS RELEASE
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BETTER CHOICES NEW MEXICO LAUNCHES 10 WAYS IN 10 DAYS CAMPAIGN
Highlights the Impact Cuts will have on New Mexico Working Families

ALBUQUERQUE— Better Choices New Mexico—an alliance of nearly 40 small businesses and faith-based, advocacy and labor organizations—announced the launch of their campaign to encourage Governor Susana Martinez and the Legislature to take a balanced approach to addressing the state’s revenue shortfall. The campaign, called “10 Ways in 10 Days,” highlights the need to protect community services such as education and public safety by showing how cuts to these services will hurt working families. The campaign will also stress the fact that continued cuts to the state budget will lead to more unemployment and stall the state’s economic recovery.

The group will release a fact sheet every day for the next ten days outlining specific ways in which budget cuts will hurt working families, as well as proposing alternatives for raising the necessary revenue.

“New Mexico is one of 48 states severely impacted by this global recession. It is unfortunate that, while families are hurting and people who’ve never had to ask for help in their lives are finding themselves in financial crisis, out-of-state corporations and the rich are allowed to continue to avoid paying their fair share.” said Lisa Huval, Policy and Advocacy Director, New Mexico Coalition to End Homelessness.

“These revenue measures will strengthen the middle class by protecting investments in our communities, while helping out families faced with economic insecurity,” said Huval.

BCNM supports a balanced approach—one that includes accountability and transparency, closes corporate loopholes, and makes the rich and out-of-state corporations pay their fair share.

The first “way” highlights one of the impacts that cuts to education will have in New Mexico’s schools.

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Better Choices New Mexico consists of: Abrazos Family Support Services, America Votes Education and Action Fund, American Federation of State, County and Municipal Employees, American Federation of Teachers NM, Center for Civic Policy, Communications Workers of America, Families and Youth, Inc., Farm to Table, Hands Across Cultures, Health Action NM, Hogares, Inc., International Alliance of Theatrical Stage Employees, International Association of FireFighters, League of Women Voters of NM, Lutheran Advocacy Ministry, National Association of Social Workers NM, National Education Association NM, NM Adult Education Association, NM Child Care and Education Association, NM Coalition to End Homelessness, NM Early Childhood Alliance, NM Farmers’ Markets, NM Health Equity Working Group, Nm Progressive Action, New Mexico Solutions, NM Voices for Children, NM Youth Providers Alliance, Olé, Prosperity Works, Results-Santa Fe, Santa Fe Alliance, SouthWest Organizing Project, and Youth Works.

<http://betterchoicesnewmexico.com>