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South Florida Casino Opponents Launch TV ad

(Miami) -- South Florida opponents to the mega-casino bill under consideration by the legislature aired their first commercial today in South Florida. Entitled "Leave it in Vegas," the 30-second spot highlights Nevada's record of leading the nation in crime, unemployment, divorce and economic misery.

Miami-Dade businessman, Norman Braman, a leading opponent of the casino bill, commented: "This proposal is an assault on the quality of life in our community. Its proponents cannot tell us of one city, county or state in the United States that has benefited from casino gambling."

Dan Gelber, South Florida Chair of NoCasinos said: "We do not intend to stand by and allow these out of town gambling interests to have their way with our community. We've seen what they have done in Vegas, and we want no part of it here."

Bob Martinez, former US Attorney for South Florida: "This type of massive gambling expansion brings the added challenges of crime and corruption in to our community. This is not the future I want for our children."

Here is the video spot:



The 30 second text follows:

*Big gambling . . .
They Say Florida's the Next Vegas.
That Nevada's Number One . . .
And its true.
Number One in Unemployment.
Number One in Violent Crime.
In Car Theft.
Divorce . . .
In Robberies.
Number One in Foreclosures.
What happens in Vegas Should Stay in Vegas.
Tell Our Elected Officials: Keep Big Gambling Out of Florida.
Sponsored by NoCasinos.org*

The commercial was produced by Levine Films in Miami-Dade (levinefilms.com) and will be running the Miami and Tallahassee media markets.