



The Integrity Party

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FOR IMMEDIATE RELEASE

IT'S A DAMN SHAME! 'POLITICAL INCORRECTNESS' MAY DOOM MINOR POLITICAL PARTY

New York, NY – It's a word as old as the Bible, and independent candidate for governor Jimmy McMillan is *damn* mad that it has been taken away from his place on the ballot.

The New York State Board of Elections, without notifying the gubernatorial hopeful, took the word out of the name of the independent line he created by gathering over 15,000 petition signatures for statewide office. The "Rent Is Too Damn High" party was changed to "Rent Is Too High."

The move could cost McMillan the 50,000 votes for governor it takes for a minor party to become official. An official minor party in this state is an instant player, as it gains an automatic ballot space statewide for the next four years with minimal signature requirements.

"The catchy part of that name is the word 'damn,' " said Darren Johnson, leader of the the Integrity Party of New York State, which, this Sunday, is expected to endorse the underdog candidate. "He's already on the last row on the bottom of the ballot. Without the word, it's even harder for Jimmy to be noticed among all the other candidates. What the BOE is doing political incorrectness in the most literal sense of the term."

Turnout during gubernatorial elections has been decreasing, hitting an all-time low in 2002. “The two major parties are increasingly turning off voters. It won’t be any different this year with Spitzer and Faso just going through the motions,” McMillan said. “What we’re trying to do is wake voters up and get them involved in the process. It’s *damn* important – and that’s why we need the word ‘damn’ in our line on the ballot. We won’t accept complacency. Everyday citizens deserve a voice, and that’s our goal. The BOE is censoring what a lot of voters are feeling – and that’s a damn shame.”

State law allows the BOE to alter names that are over 15 characters, but this must be done with the consent of the party committee, Johnson contends. McMillan was not notified of the change until the BOE published its shortened party name on its web site last week. He plans to challenge the change.

Joining McMillan’s race, the Integrity Party plans to devote many of its Upstate and Long Island volunteers to a lawn sign effort that will stretch from Montauk to Buffalo. “With Jimmy’s New York City base, and our suburban and rural base, this should be a great marriage between our two parties in the quest for the 50,000 votes that will give New York State’s voters a much needed choice on the ballot for the next four years,” Johnson said.

The Integrity Party is expected to make its commitment to McMillan’s run official on Sunday, October 15, at a breakfast in Westhampton Beach, NY. McMillan, 59, is a Vietnam veteran, karate instructor and a renters’ advocate in New York City. He ran for mayor in 2005 under the full “Rent Is Too Damn High” banner.

The Integrity Party is one of the state’s most successful independent parties of late, running numerous candidates across Long Island in recent years. The party gathered about 17,000 petition signatures the past two years and did the near-impossible on Long Island – cross-endorsing some major party candidates while also fielding their own candidates. The group has represented the only true third-party effort on Long Island, and one of the only ones in the state, in years. The party cross-endorsed reformer Vincent

DeMarco for Suffolk County Sheriff in 2005, helping him eke out a narrow victory. The party has several candidates on the ballot again in 2006.

The Integrity Party is made up of members of all political parties and independents and seeks to back candidates truly committed to political independence and good government. The party is affiliated with the national American Reform Party and is represented on the ballot in New York State by the name Integrity and a checkmark symbol. More information is on www.IntegrityParty.com.

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