

**NEW JERSEY EDUCATION ASSOCIATION**



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**TO: Local Association Presidents**  
**FROM: Steve Wollmer, Communications Director**  
**RE: New NJEA ads tie Christie to millionaires**

As the debate over the state budget looms, and as we await the state Supreme Court's ruling in the school funding formula case, NJEA is calling attention to Gov. Christie's twisted priorities.

This week, we have rolled out two TV ads, statewide billboards, and a companion website; full-page newspaper ads will then appear this Thursday.

The [first TV ad](#) lets viewers know that Christie apparently enjoys the company of millionaires, citing three cabinet members' millionaire status and Christie's own net worth, estimated at nearly \$4 million. Small wonder that he vetoed the restoration of the "millionaires' tax" after the Legislature voted to restore it.

The [second TV ad](#) tells viewers that Christie is really no different from other politicians, because he took large contributions from wealthy executives and then rewarded them with the aforementioned tax break.

And, just in case folks aren't watching TV because they're on the road, we now have dozens of [billboards](#) across the state (both static and electronic) carrying the same message.

All of these ads direct people to a new website, "[millionairesforchristie.com](http://millionairesforchristie.com)," which provides ample information on Christie's priorities, and encourages people to sign up and send a message to the governor.

And this Thursday, a [full-page ad](#) will appear in all major dailies in New Jersey, echoing the message of the first TV spot.

Our point is simple: given the choice between adequately funding public education and other vital services, or taking care of his millionaire friends (and his own family), Christie took care of his own. The public needs to know that, and we intend to tell them.

And one other thing: today is National Teacher Day and this is National Teacher Appreciation Week. To honor all teachers, NJEA's officers recorded a brief [message](#) to simply say "thanks" for a job well done.

Please share this email with your members, and encourage them to visit the Millionaires for Christie website.