

Vote **YES** on **Prop XXX**

Prop XXX, the Arizona Civil Rights Initiative, guarantees fairness and equality for all citizens of Arizona. Prop XXX reaffirms the colorblind principles of the 1964 Civil Rights Act – judge people by the content of their character not the color of their skin.

Unfortunately, our government uses a system of race and gender preferences. Some are given preferential treatment at the expense of others – some call this “affirmative action” and some call it “reverse discrimination.” Whatever it is called it is wrong. How can our state move toward a colorblind society when our very own government is intent on classifying people based on race?

The time has come to promote true equality for all people. Voting YES on Prop XXX ends “affirmative action programs” that grant preferential treatment based on race and sex in three specific areas: public employment, public contracting and public education.

Opponents to Prop XXX will say and do anything – including using scare tactics – to keep race and gender preferences in place. But, Prop XXX’s language is straightforward and simple. It guarantees that people who are admitted into public universities or who are hired for government jobs are there because of merit not special treatment. Prop XXX gives everyone, and we mean EVERYONE, an equal opportunity to compete based on merit, not skin color or sex, and then tells the government to get out of the way.

The bottom line is when you or a family member applies for college admission, for a job or promotion, or for a contract the determination should be made based on qualifications, not skin color or gender.

The choice is clear. Vote Yes on Proposition XXX to ensure fairness and equality for all Arizonans.

Arizona Civil Rights Initiative



Rachel Alexander
Chairman

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STATE OF ARIZONA
COUNTY OF MARICOPA } ss.

This instrument was acknowledged before me this 03 day of
July, 2010, by Rachel Alexander
In witness whereof I herewith set my hand and official seal

RBL, NOTARY PUBLIC.



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