

## **ENDORSED BY:**

George W. Bush President **Bill Clinton** Former President Ronald Reagan Former President George Pataki Governor **Rudolph Giuliani** Mayor **Carles Schumer** Senator **Hillary Clinton** Senator **Anthony Weiner** Congressman **Dov Hikind** Assemblyman

## NATIONAL CHILDREN'S LEUKEMIA FOUNDATION

172 Madison Ave., New York, N.Y. 10016 212-686-2722, 1-800 GIVE HOPE FAX 212-686-2750 www.leukemiafoundation.org

March 21,2002

Office of the Secretary Federal Trade Commission, Room 159 600 Pennsylvania Avenue, N. **W.** Washington, D. C. 20580



To Whom It May Concern:

## **RE:** TELEMARKETING SALES RULE

As President of the National Children's Leukemia Foundation, I am writing to you to express my concerns regarding proposed amendments to he Telemarketing Sales Rule. These amendments would create a national registry for a do-not-call list.

As we understand it, the list would not include all calls because the FTC does not have jurisdiction to regulate politicians soliciting for financial support when running **an** election campaign, banks (credit cards) insured by the FDIC, and telephone companies selling long distance service, which are regulated by the FCC, or charities which make their own telephone calls to ask for support. Since there are exceptions, which favor some callers over others, these amendments seem very unfair. We **also** believe it is a violation of our First Amendment rights when government, based upon the content of speech, allows one speaker (i.e. long distance sellers), but not another, such are our organization when we use a telemarketing service.

We have a large number of contributors, who have made donations to our organization over the years, via telemarketing calls who will not be able to contact if the new law will go into effect.

All of our programs, are now in jeopardy with the loss of revenue from our loyal supporters who generously give through our telemarketing efforts each year. Without the continued support that we receive from our telemarketing program, many children and their families will go without our assistance.

Over the past 10 years we have build our reputation on supporting and helping to those in need. We do not want to see and the families that we are able to assist go without our help.

Obviously, we oppose the amendment and we humbly request that calls made on behalf of nonprofit organizations be excluded from your coverage.

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Sincerely/your

Steve Shor President