



*FOR A  
BETTER LIFE*

April 20, 2018

Mr. Wayne LaPierre  
Executive Vice President  
National Rifle Association  
11250 Waples Mill Road  
Fairfax, VA 22030

Mr. LaPierre,

Nineteen years ago, two teenagers stormed into Columbine High School in Littleton, Colorado. Three of the four guns used in the shooting were legally in the possession of the shooters. There was no paperwork filed on the purchases of these weapons because they were made at a gun show from a private dealer, no background check was made because they were purchased at a gun show from a private dealer, and federal “straw buyer” regulations did not apply because the guns were purchased at a gun show from a private dealer.

Thirteen people were murdered, another twenty-four were injured in the mass shooting. Your organization continues to oppose closing the loopholes which enabled their deaths.

Two weeks later, the NRA held its convention in Denver, just ten miles away from Littleton. As seven thousand protesters gathered outside your convention, you insisted that your organization believes in “absolutely gun free” schools.

You lied.

You lied, and you purchased politicians, and you fought every single basic gun reform measure that might have saved lives. And you did it because you and the gun manufacturers that fund you value money over lives.

You fought against mandatory safe storage and trigger locks that would have saved the twenty-six lives lost at Sandy Hook, because you and the gun manufacturers that fund you value money over lives.

You fought against taking weapons from those who have been served with a domestic violence restraining order, and Tiffany Wilson and many like her were shot and killed because you and the gun manufacturers that fund you value money over lives.

You fought against an assault weapons ban which could have kept 190 people in just the six shootings in Newtown, San Bernardino, Orlando, Las Vegas, Parkland, and Sutherland Springs alive because you and the gun manufacturers that fund you value money over lives.

You fought for the “stand your ground” laws that allowed Trayvon Martin’s killer to go free, because you and the gun manufacturers that fund you value money over lives.

You rolled out Dana Loesch to lament about “thousands of grieving black mothers in Chicago,” while never mentioning that you and your organization have opposed every single gun reform policy that would have made Chicago safer while demanding mandatory minimum sentences which disproportionately affect black communities because you and the gun manufacturers that fund you value money over lives.

In 2016 alone, you spent more than \$50 Million on just seven elections, winning six of them. This dangerous spending started taking its toll on the first day of the Trump administration when the new president reversed executive orders that would have made it harder for those whose mental illness makes them more likely to use the weapons you hawk to obtain those weapons.

Your time signing checks in our blood is up.

Today we announce the NoRA initiative.

We’re a culture hack. We’re for moving culture into a less violent place by counteracting the influence of NRA money in the American political system. We’re for raising the voices of all victims of gun violence, both direct and indirect, in their own communities as they define them.

We’ve a diverse, non-partisan coalition of activists, artists, celebrities, writers, gun violence survivors, and policy experts. We’re going to shine a bright light on what you and your organization do to America. We’re going to make sure the whole world sees your bloody hands.

We’re coming for your money. We’re coming for your puppets.

And we’re going to win.

Today we follow in the footsteps of the brave Parkland students and those who have come before to make sure you and those marionettes whose strings you pull hear all the voices who have been hurt by the gun violence you enable. Today we lift the voices of communities of color who have been living the terrible toll of the gun violence you enable more than most without nearly the attention they deserve. Today we lift the voices of women, who you refuse to allow the safety of removing weapons from domestic abusers. Today we lift the voices of the children who died because you refused to allow your puppets to vote for mandatory safe storage, trigger locks, assault-weapons bans, or other common-sense devices and protections. Today we speak for the majority of Americans who correctly say your policies are bad for our nation.

We see you.

And we’re going to make sure everyone else does, too.

Sincerely,  
The NoRA initiative  
[www.NoRANow.org](http://www.NoRANow.org)  
[@NoRA4USA](https://twitter.com/NoRA4USA)

Susan Aldeman  
Jennifer Bailey  
Alec Baldwin  
Ady Barkan  
Rania Batrice  
W. Kamau Bell  
Rob Bennett  
Michael Ian Black  
James Blake  
Nadine Bloch  
Chaz Bono  
Sally Boynton-Brown  
Paula Bratner  
Richard Buery  
Tarana Burke  
Melissa Byrne  
Pam Campos-Palma  
Gregory A. Cedana  
Georgina Chapman  
Don Cheadle  
Charlotte Clymer  
Bruce Cohen  
Abigail Collazo  
Misha Collins  
Juan Cuba  
Laura Dawn  
Rob Delaney  
Sara Deneweth  
David Donnelly  
Minnie Driver  
Guy Endore-Kaiser  
Richard Eskow  
Jennifer Esposito  
Jon Favreau  
Nathan Fillion  
Will Fischer  
Francis Fisher  
Chris Gorham  
Fred Guttenberg  
Dena Greyson  
Dalia Hashad  
Justin Hendrix  
Zach Hibshman

David Hogg  
Jordan Horowitz  
Joseph Huff-Hannon  
Ben Jackson  
Maureen Johnson  
Ashley Judd  
Cameron Kasky  
Harvey J. Kaye  
Jimmy Kimmel  
Shaun King  
Eddie Kurtz  
Brad Lander  
Joe R. Lansdale  
Rabbi Michael Latz  
Warren Light  
David Leopold  
Laura Mannino  
Renato Mariotti  
Heather Matarazzo  
Samantha McGarry  
Debra Messing  
Lex Michael  
Alyssa Milano  
Isaac Mizrahi  
Julianne Moore  
Michael Moore  
Peter Morley  
James Morrison  
Seth Morrison  
Andy Moss  
Po Murray Arden  
Myrin Martina  
Navratilova Asher  
Novek  
Holly Figueroa O'Reilly  
Eliza Orlins  
Patton Oswalt  
Andy Pelosi  
Khary Penebaker  
Piper Perabo  
Sonja Petrovic  
Julie Plec  
Emma Popkin  
Alysia Reiner

Jason Ritter  
Kendrick Sampson  
Christina D. Sanders  
Annabella Sciorra  
Amy Schumer  
Maureen Shaw  
Ben Simon  
Andrew Slack  
David Slack  
Andy Slavitt  
Booke Smith  
Brittney Snow  
Rena Sofer  
Jill Soloway  
Max Stahl  
Dave Stowe  
Tara Strong  
Hadar Susskind  
Amber Tamblyn  
Bradley Theodore  
Shaunna Thomas  
Juhu Thukral  
Sucheta Thukral  
Baratunde Thurston  
Michelle Trachtenberg  
Jordan Uhl  
Chris Vaeth  
Krista Vernoff  
Kristina Villarini  
Melissa Walker  
David Wain  
Rabbi Arthur Waskow  
Natalie Weaver  
Andrew Weinstein  
Heather Whaley  
Wil Wheaton  
Bradley Whitford  
Billy Wimsatt  
Winnie Wong  
Jeffrey Wright  
Constance Wu  
David Yankovich  
Sarah Ziff  
Danny Zuker