



ARIZONANS FOR RESPONSIBLE LENDING
200isNoReform.com

The so-called Payday Loan “Reform” Act would allow the payday lenders to bleed hard-working Arizonans with 400% interest rates. Forever.

The payday lending industry doesn't want you to know it, but when it comes to protecting your pocketbook at the ballot box this November, "no" will mean "yes."

A “NO” vote on the payday industry’s Prop 200 will mean "yes" to capping payday loans at 36% interest once and for all.

They’re Trying to Buy Your Vote

Out-of-state payday lenders are trying to buy this election. They’re attempting to protect the \$149 million a year they take from Arizonans in fees stripped from trapped borrowers. They already have poured **\$11.6 million** into their mountain of deceitful mail and TV commercials to promote Prop 200 as “reform” – but it would legalize 400% interest rates in Arizona forever.

With Prop 200, the payday lenders are attempting to repeal the Arizona law that otherwise would force them to cap payday loan interest rates at 36% beginning in 2010.

Payday Loans Trap Borrowers

Payday loans, which charge 400% interest, are structured to trap the borrower. Payday loans trap borrowers in long-term debt based on short-term promises, with the *average* borrower needing to pay back nearly \$800 on a \$300 loan, after multiple loan renewals. That’s why to date, 15 states and the District of Columbia have ended predatory payday loans at triple-digit interest rates, enforcing interest caps of 36% or less.

In 2006, Congress outlawed payday loans above 36% interest to members of the military, a measure supported by both John McCain and Barack Obama.

Don’t Believe the Loan Sharks

Like their business, their ballot measure is built on deception. They want voters to think Prop 200 would reform payday lending. In reality, Prop 200 would allow them to charge 400% interest rates forever AND gain electronic access to borrowers’ checking accounts! That’s what they’re NOT telling you about their so-called “reform.” It’s No Reform At All!

Prop 200 would institute 400% interest rates. Forever.

A “NO” Vote on 200 restores the Arizona Consumer Loan Act, capping interest rates at 36%. Period.

Join the Arizona AARP, Greater Phoenix Chamber of Commerce, Arizona Education Association, Valley of the Sun United Way, Chandler Chamber of Commerce, Arizona Ecumenical Council, Children’s Action Alliance, Arizona Consumers’ Council, Arizona Community Action Association, Catholic Community Services of So AZ, Jewish Community Relations Council of So AZ, Coalition of Religious Communities, WESTMARC, Desert Mission Neighborhood Renewal, Southern Arizona Leadership Council, Little Chapel of All Nations, PAFCO and many others in voting **NO on Prop 200 this November.**

NO on 200: It’s No Reform At All!

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