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NEW YORK CITY'S DEPARTMENT OF CONSUMER AFFAIRS CHARGES PARTY CITY WITH REPEATEDLY DISPLAYING AND SELLING ILLEGAL FAKE GUNS

Party Store Cited with More Than 800 Civil Violations, Faces More Than \$800,000 in Fines

The New York City Department of Consumer Affairs (DCA) today announced its prosecution of the Party City Corporation, charging the company with continuing to display and sell life-like illegal fake guns, violating both city law and a prior settlement agreement the company reached with DCA in 2003. DCA charged Party City with more than 800 counts of violating the law, which could total more than \$800,000 in fines.

"It is so incredibly dangerous to risk confusing police officers and others as to whether a gun is real or fake that it's illegal," said Consumer Affairs Commissioner Jonathan Mintz. "DCA will seek maximum penalties for any violation, let alone multiple violations, of this public safety law."

Under New York City's Public Safety Law, it is illegal to sell or offer to sell any illegal fake or imitation firearm that can reasonably be perceived to be an actual firearm unless the exterior surface of the illegal fake or imitation firearm is predominantly brightly colored. The range of colors acceptable in the law include: white, bright red, bright orange, bright yellow, bright green, bright blue, bright pink, or bright purple.

In 2003, the Department settled charges with Party City that included their payment of \$150,000 in fines to the City and a commitment to stop selling illegal fake guns. In response to a DCA subpoena at that time, Party City produced records showing that they had offered for sale as many as 2,210 fake guns illegally resembling actual firearms in their 11 New York City stores.

Since 2002, DCA enforcement has resulted in the removal of more than 7,000 guns from 220 stores throughout the city, levying more than \$2 million in fines. To report a store that is selling dark-colored fake guns, call 311 or visit the Department of Consumer Affairs' Web site at www.nyc.gov/consumers

DCA enforces the Consumer Protection Law and other related business laws throughout New York City. Ensuring a fair and vibrant marketplace for consumers and businesses alike, DCA licenses more than 60,000 businesses in 55 different categories. Through targeted outreach, partnerships with community and trade organizations, and informational materials, DCA educates consumers and businesses about their rights and responsibilities. For more information, call 311 or visit DCA online at www.nyc.gov/consumers