



FOR IMMEDIATE RELEASE
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DCA COLLECTS \$16,500 FROM PARTY FAIR STORES FOR SALE AND DISPLAY OF IMITATION AND TOY GUNS

The New York City Department of Consumer Affairs (DCA) today announced that Party Fair stores in New York City locations agreed to stop selling imitation and toy firearms and paid \$16,500 to resolve charges that they violated the City's prohibition against selling imitation and toy guns that appear real.

The toy guns, sporting names like "M-16 Gun," "Thompson Submachine Gun," and "AK47 Gun," were variously colored black, silver, and camouflage and were not the assorted bright colors required by law. DCA cited four Party Fair locations where records obtained by a subpoena showed as many as 285 toy or imitation guns that resembled actual firearms were offered for sale in their New York City stores.

"These toy guns are dangerous because they can so easily be mistaken for the real thing," said DCA Commissioner Gretchen Dykstra. "We are pleased that Party Fair took responsibility and will no longer sell toy guns that resemble real firearms. We will continue to vigorously pursue all stores citywide that sell these toys."

Party Fair Stores cited were:

- 8609 20th Ave., Brooklyn
- 5003 5th Ave., Brooklyn
- 390 Knickerbocker Ave., Brooklyn
- 32-14 Steinway Street, Long Island City, Queens

Additionally, DCA has previously executed agreements totaling approximately \$187,000 with The Sports Authority, Inc., Party City, Abracadabra (d/b/a Great American Masquerade) in Manhattan, and Bozo's Army and Navy Store in Staten Island to settle similar charges.

Under New York City Public Safety Law Section 10-131(g), it is against the law to sell or offer to sell any toy or imitation firearm that can reasonably be perceived to be an actual firearm unless the exterior surface of the toy or imitation firearm is predominantly brightly colored. The range of acceptable colors does not include black, silver or camouflage.

DCA enforces the consumer protection laws and other related laws at thousands of businesses throughout New York City. Fostering a marketplace where consumers are protected and businesses can thrive, DCA licenses more than 60,000 businesses in 55 different categories in New York City. Through free community seminars, licensing forums, and other informational materials, DCA educates consumers and businesses alike about their rights and responsibilities. To file a complaint or obtain more information, call 311 or contact the DCA online at www.nyc.gov/consumers.

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