


CLINTON
F O R
PRESIDENT



**A New Era
of Leadership, Change and
Promise for the Future**

A New Covenant for Change...

A crusade for the forgotten middle class... to create opportunity, require responsibility, and restore the American Dream.

Our country stands on the threshold of a new era. We need leadership committed to change and progress. Leadership that takes responsibility for solving the real problems our people face today. Leadership that will make the tough decisions that will shape the nation our children will inherit.

Governor Bill Clinton is running for president of the United States because he refuses to be part of a generation that celebrates the death of communism abroad by allowing the American Dream to die at home.

He refuses to become a part of a generation that fails to compete in the world marketplace. A generation that condemns hard-working Americans to a life of struggle without reward. A generation that sentences its own children to settle for less.

"I am running for president because I want our children to grow up in a country that is coming together, not coming apart.

"I am running for president because I refuse to stand by and let our children become the first generation of Americans to do worse than their parents."

The Battle for Progress

As Governor of Arkansas during the 1980s, Bill Clinton led the people of his state in the many difficult battles every poor state faces—improving schools and education, attracting good jobs for its people, providing health care in rural areas and diversifying the state's economy to adapt to and address world economic pressures.

And Arkansas made progress. It set a course for the future built on a foundation of education, hard work, strong families and communities, and investing in the future.

But it faced great odds every step of the way. Arkansas and other states were forced to become "laboratories of democracy" abandoned by Republican administrations of the 1980s which ignored the problems of its own citizens. Every foot of progress gained by innovators in cities and states across the country was fought for and won from an indifferent tide of "not my job" policies streaming down from Washington—from Republican administrations that threw their problems at us and ducked responsibility when we needed their help.

"This country is headed in the wrong direction fast; slipping behind, losing our way.

"After 12 years of Republican leadership, middle class Americans are spending more hours on the job. They're spending less time with their children. They're bringing home smaller paychecks to pay more for health care and housing and education.

"They're losing hope that they can ever do any better. Our young people are losing hope that they can even do as well.

"We have a legacy of neglect. We have a legacy of abandonment. We have a legacy without vision.

"What we don't have is the America we want for our children."

Restoring the American Dream

Bill Clinton believes it is government's job to take responsibility for restoring the American Dream. He believes government can and should help *all* Americans do better—the poor and the hard-working middle class, as well as the wealthy and influential.

Bill Clinton wants to turn this country around, restore the values and commitments on which it was founded, get it moving again in the right direction.

We don't need another president who doesn't know what he wants to do for America. We do need a president with vision, determination and courage. We need Bill Clinton.

"We need a new covenant for change based on a simple idea: it is the government's responsibility to help those who need help and create opportunity for all; and it is every citizen's responsibility to take advantage of that opportunity, become a productive citizen and strengthen his or her country."



The Clinton family—Hillary, Chelsea and Bill.

Opportunity for All

Bill Clinton wants a government that will create opportunity for all.

That means giving people incentives to make long-term investments in America, rewarding those who produce goods and services, not those who speculate with other people's money. It means investing more in new technologies to keep high-paying jobs here at home.

We've got to expand world trade, tear down barriers, but demand fair trade policies if we're going to provide good jobs for our people. The American people don't want to run from the world. We must meet the competition and win.

Opportunity means providing pre-school for every child who needs it. It means creating apprenticeship programs for kids who want good jobs and need training but don't want to go to college. It means retraining workers so they can become more productive and fulfilled.

Opportunity for all means a "Domestic GI Bill" that gives everyone a college education if they're willing to give something back to their country through service as a police officer, nurse, teacher or child care worker.

It means building a health care system that holds down costs, improves quality of care and expands preventive and long-term care, one that gives customers the choices they want and makes sure everyone has access to that care.

Opportunity for all means keeping our families safe... in our homes, in our schools, and on our streets. Across America, citizens are banding together to reclaim their neighborhoods from criminals, gangs and drug dealers. Bill Clinton will be on their side with community policing, drug treatment programs and boot camps for first time offenders, and innovative ways to set young people on the right course.

Bill Clinton believes that opportunity for all means protecting our environment so generations to come will be able to enjoy it. It means developing an energy policy that relies on conservation, recycling and clean, safe fuels.



October 3—a historic day... Governor Bill Clinton announces his candidacy for president.

Responsibility At Every Level

If we provide good schools and strong education programs for our young people, they have a responsibility to stay in school and do their best. In Arkansas, if you drop out of school for no good reason, you lose the privilege of a driver's license.

People who receive welfare checks should get all the help they need to obtain training and move into a good job. Child care should be provided so they are able to return to school. But, in return, the recipients have a responsibility to go to work if they can and be productive Americans.

We should and we will work to strengthen families and protect them. But when families fail, we will insist on the toughest possible child support enforcement.

"There is an idea in this land that if you abandon your children the government will raise them. But I'll tell you something; governments don't raise children; parents do. It is time they were asked to assume their responsibilities and forced to do it if they refuse."

A New Approach to Making Government Accountable

Bill Clinton wants to reinvent government, improve it at all levels. He wants to make it more efficient and effective. He wants to give citizens more choices in the services they receive. He believes Americans deserve accountability from their government for what it does, or fails to do.

A Clinton administration will defend the American people's interests abroad.

A Clinton administration will integrate the American people's values into our social policy at home.

A Clinton administration will spend your tax money wisely and with discipline on programs that work.

"Americans deserve a government that treats every citizen like a customer and like a boss—because that's what they are."

A Community of Hope, A Campaign for the Future

Bill Clinton wants his candidacy to be more than just a campaign for political office. He is committed to helping America launch a campaign for the future.

A campaign for the forgotten, hard-working middle class. A campaign to keep America strong around the world and strong at home. A campaign to build a community of hope that will inspire the world and generations of Americans who will follow us. A campaign that will bring together all people united for their country.

"This country needs a new spirit, a new sense of community. A sense that we are all in this together.

"Our destiny is bound to the destiny of every other American, because we will rise or fall together.

"It is this generation's responsibility to form a new covenant for America: to provide opportunity for all; to demand responsibility from all; and to nurture a greater sense of common purpose. Together we can make America great again.

"By making common cause with our children, we can give a new life to the American Dream."

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