

Rebuttal to Argument Against Measure Z

Big Soda is coming from out of town to spend millions of dollars convincing you that Measure Z is bad for OUR community. They're wrong.

Measure Z simply and truthfully is:

- 2¢ per ounce on sugary drinks and ONLY on sugary drinks. Essentials are exempt.
- Paid by wholesale distributors of sugary drinks, **NOT small businesses**.
- Locally controlled funding — \$1,300,000 annually — helping to provide safer routes to school, maintain neighborhood parks, beaches, and open space, and keep our community healthy and thriving.

Big Soda doesn't want you to know this. They're threatened by Measure Z and putting their thumbs on the scale in our small beach town. Here's why:

They only care about their bottom line, not the health of Santa Cruz families and residents. Sugary drinks are proven to increase risk for obesity, type 2 diabetes, cardiovascular disease, tooth decay, and some cancers.

These measures have a proven track record of success. Voters in San Francisco, Berkeley, Oakland, and Albany have invested millions back into their communities through similar initiatives.

Big Soda is terrified of becoming the next Big Tobacco.

We know there's nothing to be afraid of. By law, every penny of Measure Z stays here in Santa Cruz, supporting local services for residents. It includes a community advisory board, ensuring local oversight and accountability.

Santa Cruz educators, small businessowners, the American Heart Association, and the Santa Cruz County Medical Association all support Measure Z. Our opponents are supported by Big Soda. Who do you stand with?

Money talks. We should listen. Vote Yes on Z — stand up for Santa Cruz!

SafeHealthySantaCruz.org

/s/ Damani Kobie Thomas, Small Businessowner, Oswald Restaurant

/s/ Ian McRae, Local Small Business/Restaurant Owner

/s/ Leslie Conner, Retired/Former CEO, Santa Cruz Community Health Centers

/s/ Gabriela Triguero, Executive Director, Big Brothers Big Sisters of Santa Cruz County

/s/ Maria Ferreira, Local Educator and Parks Volunteer