



FOR IMMEDIATE RELEASE

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Yes on Issue 2 Campaign Launches New Television Ad

[COLUMBUS, OH] - The Coalition to Regulate Marijuana like Alcohol is launching a new advertisement across Ohio just days before the start of early voting. The video highlights how many Ohioans are counting on Issue 2 passing this November and explains the critical benefits that come with regulating and taxing adult-use marijuana.

“With so much misinformation and lies coming from the other side, Ohioans deserve to hear the truth about Issue 2,” said Tom Haren, Campaign Spokesperson. “Our message focuses on the people who are relying on Issue 2 passing and the benefits to Ohio and our local communities.”

The coalition’s video presents some examples of patients with significant barriers to accessing medical marijuana. This includes veterans under VA care who cannot receive a medical marijuana recommendation and many cancer-afflicted Ohioans being treated by a major medical system. Passage of Issue 2 will solve this problem.

The ad also highlights the clear economic benefits of passing Issue 2: according to a study conducted by The Ohio State University, annual Ohio tax revenue from adult-use cannabis could exceed \$400 million annually by the fifth year of operations.

“Ohio is ready to regulate and tax marijuana for adults over the age of 21,” said Haren. “Our campaign is eager to continue to bring this message to Ohio voters and counter the ridiculous falsehoods being spread by our opponents.”

Issue 2 will regulate and tax adult-use marijuana in Ohio like 23 other states and the District of Columbia already do. It will authorize the Department of Commerce to regulate the industry and impose a new 10% tax on adult-use marijuana sales in addition to local sales taxes. Taxes generated by sales will benefit local communities that house dispensaries, a social equity and jobs fund, addiction services and the administrative cost of overseeing and regulating the industry. Issue 2 expressly prohibits advertising to minors, requires all products to be approved by state regulators, and limits sales to adults over 21 years of age.

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YES on Issue 2 Ad: “Revenue” - http://bit.ly/crmla_revenue