



FOR IMMEDIATE RELEASE

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BEAT M*CHIGAN: How That State Up North Is Stealing More Than Signs From Ohio

Yes on Issue 2 Campaign Delivers Simple Message in New Ad

[COLUMBUS, OH] - This November, Ohio will have the chance to beat Michigan twice. Before the Buckeyes take the field against the Wolverines on November 25, Ohio voters will first head to the polls. Unfortunately, it turns out Michigan has not only been stealing our signs but our tax dollars as well! This week the Coalition to Regulate Marijuana is launching a new advertisement putting a spotlight on all that Michigan is siphoning from our state.

The advertisement takes us to Morenci, Michigan, a small town nestled just over the state line. Morenci has just over 2,000 residents – but a whopping five marijuana retail stores. Their customer base is almost entirely Ohioans, and the money spent in these stores funds Michigan roads, schools and more. This November, both Ohio and Michigan voters are watching our election.

“Like all Ohioans I want to see my tax dollars stay in our state and go toward making our communities stronger,” said Tom Haren, Campaign Spokesperson. “Ohioans can deliver a blow to ‘That State Up North’ by voting yes on Issue 2.”

A recent [Ohio State University study](#) found annual Ohio tax revenue from adult-use cannabis sales could exceed \$400 million annually by the fifth year of operations. Issue 2 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. This combination will result in Ohio having a higher effective tax rate on marijuana sales than Michigan.

The taxes generated by sales in Ohio 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 the State of Ohio, and limits sales to adults over 21 years of age.

YES on Issue 2 Ad: “Greetings” - https://bit.ly/crmla_greetings

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