

The logo features the text "Philadelphians" in a white, sans-serif font, with "for a" in a smaller, white, cursive font below it. To the right, the words "FAIR FUTURE" are written in a large, bold, white, sans-serif font. The entire logo is set against a solid teal background.

Philadelphians for a FAIR FUTURE

ICYMI:

PHILADELPHIA DAILY NEWS: “SODA TAX IS A SWEET DEAL”

Editorial says proposed tax is “progressive” for public health in Philadelphia

Philadelphia, April 29, 2016 – The *Philadelphia Daily News* today published a full-page editorial supporting the proposed Sugary Drinks Tax, noting that while it would pay for expanded pre-K and revitalize struggling neighborhoods, the “public health side benefit shouldn’t be overlooked.”

The editorial, running under the headline “SODA TAX IS A SWEET DEAL,” lauded the benefits reported in a new Harvard University study that predicts passage of the tax would prevent 2,300 cases of diabetes per year in Philadelphia. The study also concludes that the tax would reduce obesity in children and adults – the prevention of which could prevent the deaths of more than 700 people over the next decade and save nearly \$200 million in health costs.

“That is not small change,” the editorial said. “And the results of the study are not surprising.

“A local 3-cents-per-ounce on sugary drinks tax won’t change the world,” the editorial concluded. “We have a long way to go to see such a steep drop in sugar consumption. But, it is a small step in the right direction. We call that progress.”

The proposed FY 2017 City budget includes the tax as a means to pay for \$400 million in new investments over five years, including: expanding pre-K programs to serve up to 25,000 pre-school children, creating 25 community schools, revitalizing city parks, libraries and rec centers, and retrofitting City-owned buildings to make them more energy efficient.

Here’s a link to the *Daily News* editorial:

http://www.philly.com/philly/opinion/20160429_Besides_funding_pre-K_soda_tax_could_help_people_cut_sugar_intake.html

And here’s a link to the original front-page story about the Harvard study that appeared in Thursday’s *Philadelphia Inquirer*:

http://www.philly.com/philly/health/20160428_Harvard_study_Soda_tax_would_make_Philadelphia_healthier.html

Daily News Editorial
April 29, 2016
Page 2

About PFF

Philadelphians for a Fair Future represents a growing coalition of 62 organizations from all walks of life in Philadelphia, including: Public Citizens for Children and Youth; the Philadelphia Parks Alliance; the Philadelphia Federation of Teachers; Education Voters of Pennsylvania; the Service Employees International Union; Center for Popular Democracy; the Alliance of Community Service Providers; the Delaware Valley Association for the Education of Young Children; Men United for a Better Philadelphia; Ceiba; Action United; Aspira; the Center for Science in the Public Interest; Lodge 5 of the FOP; Local 22, IAFF; District Councils 33 and 47, AFSCME; Youth United for Change; and multiple community development corporations and small business owners from throughout the city.

The Coalition's activities are focused on raising public awareness about the importance of the Mayor's budget investments and the need to enact the Sugary Drinks tax as the only fair way to pay for them.

Contact:

April 29, 2016

Kevin Feeley
215-893-4285 (o), 215-870-7478 (cell)
kfeeley@bellevuepr.com