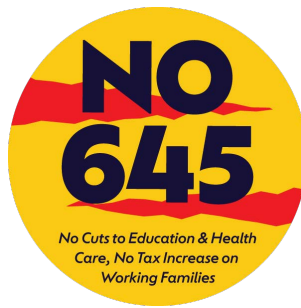




NO on 645

FOR IMMEDIATE RELEASE:

Tuesday, July 21, 2026

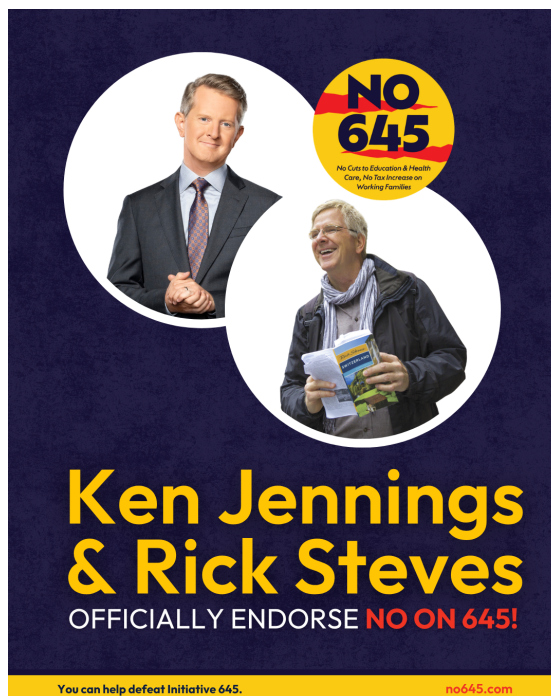
No645.com

TRAVEL GURU RICK STEVES AND TV HOST KEN JENNINGS ENDORSE CAMPAIGN TO DEFEAT INITIATIVE 645

Rick Steves: "A new tax on fat paychecks like mine was just signed into law in my home state — and I like it."

Ken Jennings: "My Washington State tax is going to go up and that's a good thing."

SEATTLE, WA – Today, the NO on 645 campaign announced the endorsements of prominent Washingtonians Rick Steves and Ken Jennings, who will be among the 1% of Washington households - around 20,000 - that will pay the Millionaires Tax when it goes into effect.



Steves and Jennings' endorsements follow the launch last week of the NO on 645 campaign, which has come together to defeat hedge fund mogul Brian Heywood's Initiative 645, a fiscally irresponsible effort to roll back the Millionaires Tax package that will fund core services like education and health care as well as pay for significant tax cuts for working and middle class families and small businesses.

Rick Steves [told the Seattle Times](#) in April, **"A new tax on fat paychecks like mine was just signed into law in my home state — and I like it."**

Today, Steves states: **"Vote No on Initiative 645! Why? Well, if you're like me and you've reached a point where you have enough money and you understand that consuming more will not bring you more joy or security, you understand that this tax package will have no real negative impact on anyone. Instead, by defeating I-645, our entire community—rich, poor, and those in the middle—will enjoy the benefits of a society where childcare is affordable, there's free breakfast and lunch for students, reduced taxes on small businesses, and more tax credits for working families. That's my kind of deal."**

Ken Jennings has shown his support in social media posts throughout 2026, [posting in February](#), **"My Washington State tax is going to go up and that's a good thing. We had the most regressive tax structure in the country for decades,"** and [stating](#) that he declined to sign Heywood's petitions for I-645.

Last week, Governor Bob Ferguson and dozens of coalition members kicked off the NO on 645 campaign in Seattle. More than 100 advocacy groups and community leaders from across Washington have already joined the [NO on 645](#) campaign coalition, and the campaign launched with \$3 million in early pledges from coalition members, money that will go directly into educating voters about the harms that Heywood's measure would cause.

Coalition members joined the Governor to outline the stakes if Initiative 645 were to pass: devastating budget cuts to health care, K-12 education, and childcare, and tax breaks eliminated for small businesses and working families (see more details below on the impacts of I-645). These outcomes would result from Heywood's sloppy and irresponsible drive to eliminate the Millionaires Tax package, an action he would personally benefit from.

More about Initiative 645:

Initiative 645 is hedge fund manager Brian Heywood's latest attempt to lower his own taxes, this time by repealing the Millionaires Tax. Passage of his measure would cut \$13 billion in funding for core services like health care, K-12 education, and childcare, blowing a huge hole in state budget projections. This would lead to:

- Larger class sizes and fewer one-on-one supports for K-12 students
- Increased health care costs for Washington families
- More cuts to child care, making it more expensive for working families
- Elimination of free school meals for many K-12 students

I-645 also puts numerous critical tax breaks for Washingtonians in serious jeopardy, tax breaks that were adopted by the legislature with the expectation that they would be paid for by the Millionaires Tax. Specifically, I-645 would:

- Increase the B&O tax on most Washington small businesses
- Increase taxes for 500,000 working families by limiting who's eligible for the Working Families Tax Credit
- Increase taxes on over-the counter medicine, diapers, and other essential household items

Earlier this month, members of the coalition released results of a poll showing that **only 38 percent of Washington voters support passing Initiative 645, with 57 percent saying they would vote 'No'** – a 19 point margin against the measure. Conventional wisdom is that initiatives need to start above 60% in polling, and Initiative 645 starts 22 points under that benchmark.

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