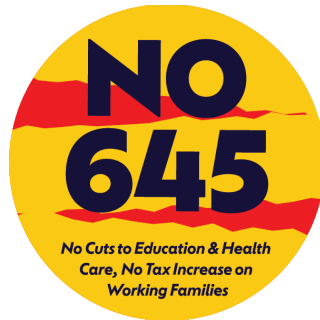




NO on 645

FOR IMMEDIATE RELEASE:

Tuesday, September 15, 2026

No645.com

**FIRST AD OF THE CAMPAIGN: SOME THINGS
WORK BEST UPSIDE DOWN, BUT NOT
WASHINGTON'S TAX SYSTEM. INITIATIVE 645
WOULD JUST MAKE THINGS WORSE.**

*No On 645 Airs First Ad Warning How \$13 Billion Tax
Break for Millionaires and Billionaires is Wrong for
Washington*

SEATTLE, WA — Today, NO on 645 released the first television ad on Initiative 645 that will begin running as part of a substantial statewide paid media campaign.

The [first ad of the campaign](#), “Ketchup,” outlines how I-645 will make Washington’s upside down tax system even worse, as hedge fund mogul Brian Heywood seeks to give himself and his wealthy friends a \$13 billion tax cut while driving up costs for everyone else (see transcript below).

The ad features some of the broad statewide coalition of nurses, teachers, child care providers, and small businesses standing together

to oppose I-645, which would cut funding for education and health care and put critical tax breaks for working families and businesses at risk.

NO on 645 is the first campaign on the air, as the Yes side continues to be dogged by infighting that has resulted in two campaign committees and weak fundraising. They have failed to earn key endorsements, including [losing the endorsement](#) of the Seattle Times Editorial Board last week.

Watch “Ketchup” [here](#). Transcript:

Narrator:

Some things work best upside down.

Like ketchup bottles, roller coasters, cake.

But Washington’s upside down tax system, where working families pay three times more than the wealthiest?

Definitely not.

Initiative 645 would make things even worse.

645 gives millionaires and billionaires a \$13 billion tax break, while the rest of us pay more.

Teacher, Nurse and Small Business Owner:

That’s why teachers, nurses, and small business owners are all voting No on 645.

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