NO on 645

FOR IMMEDIATE RELEASE:
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No645.com

WITH ONE WEEK TO GO, NO ON 645 RELEASES CLOSING TV AD AND UPDATED POLLING DATA SHOWING I-645 FAILING BY 14 POINTS

I-645 has been failing by double digits in every single poll the entire year

SEATTLE, WA — Today, just over a week from Election Day, No on 645 released both a closing TV ad of the cycle, and new polling data showing that I-645 continues to be seriously underwater with most Washington voters.

A poll conducted last week had I-645 losing by 14 points, 40% to 54%. In every poll released this year, I-645 has been failing by double digits, with "No" well above 50%.

Supporters of I-645, including Let's Go Washington, have *still* not released any statewide polling data that tests the actual language that will appear on the November ballot. See the full polling question below.

Also today, **No on 645 released the campaign's closing TV ad, which will be airing statewide through Election Day**. Titled "Two Sides Upside-Down," the ad makes a closing argument to voters that I-645 is bad for most Washingtonians while benefiting Brian Heywood and his wealthy friends.

> Watch "Two Sides Upside-Down" here and read the transcript:
>
> *VO: Initiative 645. Which side are you on?*
>
> *Teacher: Teachers are voting no. Because 645 means huge cuts to public schools.*
>
> *Nurse: Nurses are voting no because it means higher healthcare costs.*
>
> *Small Business Owner: And small business owners are voting no, because it raises taxes on us.*
>
> *VO: So who's behind Yes? One multimillionaire who wants to keep Washington's upside-down tax system, where working people pay more than the wealthy.*
>
> *That's their side.*
>
> *Teacher: We're all voting no on 645.*

No on 645 carries significant momentum into the final week of voting, recently picking up endorsements from the Washington State Medical Association and nearly 300 child-care programs across the state. See the full No on 645 coalition here.

More on the poll:

The poll was conducted by GBAO from October 19 - 22 via landline, cell phone, and text-to-web, and includes 800 likely voters. The margin of error is +/- 3.5 percentage points.

> *(IF NOT ALREADY VOTED) Here is an initiative that will be on the ballot in Washington in November.*

(IF ALREADY VOTED) Here is an initiative that was on your ballot this fall.

Initiative IP26-645 concerns state and local taxes.

This measure would repeal a 9.9 percent tax on annual individual income over $1,000,000;

prohibit taxes measured by individual income and taxes on individual income or the receipt of

individual income; and define "income."

This measure would decrease funding for public K-12 education, higher education – including universities and community colleges, and human services – primarily healthcare.

(IF NOT ALREADY VOTED) If the election were held today, would you vote yes or no on this Measure?

(IF ALREADY VOTED) Did you vote yes or no on this ballot measure? Your ballot is a secret, and your individual response will remain anonymous.

Total Yes..... 40

Total No 54

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