

Prop 14 Coalition Toolkit – Sample Press Release

[INSERT ORGANIZATION LOGO/HEADER]

FOR IMMEDIATE RELEASE:

[INSERT DATE]

CONTACT:

[CONTACT]

[EMAIL]

[PHONE]

[ORGANIZATION NAME] Supports Proposition 14 to Continue Funding for Stem Cell Research, Treatments & Cures

Initiative will help Continue the Advancement of Treatments and Cures for Chronic Diseases and Conditions that Could Save and Improve Millions of Lives

[CITY], CA – [ORGANIZATION] today announced their endorsement of [Proposition 14](#) – the Californians for Stem Cell Research, Treatments and Cures Initiative of 2020 – that will appear on the November statewide ballot. The [ORGANIZATION NAME] is excited to join a broad coalition of dedicated patient advocates, patients and families, Nobel Prize winners and respected medical professionals and scientists in supporting this proposition.

Proposition 14 will renew funding for the continued advancement of treatments and cures that could save or improve the lives of millions living with chronic diseases and conditions, like cancer, Diabetes, heart disease, Alzheimer’s, stroke and even COVID-19. The Initiative would authorize \$5.5 billion in state general obligation bonds to fund the development of vital treatments and cures, and it will also help stimulate the state’s economy in the wake of the COVID-19 pandemic.

“[QUOTE FROM ORGANIZATION LEADER],” said [ORGANIZATIONAL LEADER].

In 2004, voters overwhelmingly approved Proposition 71 with nearly 60% of the vote—establishing the [California Institute for Regenerative Medicine \(CIRM\)](#) to fund research and therapy development throughout the state to advance lifesaving and life-changing medical research and treatments for chronic diseases and conditions that touch nearly all California families. CIRM’s program has already saved and improved lives through the advancement of more than 90 clinical trials, two FDA-approved cancer treatments, new treatments that are already being fast-tracked for FDA approval and nearly 3,000 published medical discoveries.

“[SECOND QUOTE],” said [ORGANIZATION LEADER OR ADDITIONAL EXPERT].

The proposition also provides a stimulus package that Californians needs now more than ever — it is exactly the kind of long-term investment we should make now to rebuild our state economy. CIRM’s program has generated \$10.7 billion in increased economic activity in California by creating tens of thousands of jobs, increasing state tax revenues, increasing economic output and attracting outside world class talent, business and investments to California.

Proposition 14:

- ✓ Continues and accelerates the development of new treatments and cures for chronic diseases and conditions.
- ✓ Ensures we don’t leave California’s groundbreaking medical discoveries as stranded investments.
- ✓ Could save millions of lives and tens of billions of dollars in healthcare costs.

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- ✓ Provides a critical economic and jobs stimulus for California.
- ✓ Improves patient access and affordability.

Past investments in California stem cell research have already saved and improved lives – a high school student who was paralyzed in a diving accident was able to regain function in his upper body and go on to college, a mother who went blind from a genetic disease continues to experience improved vision, two FDA-approved cancer treatments are already saving lives, and many more.

If Californians fail to pass Proposition 14, this vital research will come to a halt. Medical discoveries that are currently in the transitional pipeline will not be able to progress to clinical trials, delaying potential lifesaving and life-changing treatments for years, or even decades. Proposition 14 is a small investment to potentially save millions of lives and tens of billions of dollars in healthcare costs in the coming decades.

To learn more about Proposition 14, please visit YESon14.com.

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