
California Cancer Research Act



TO: American Cancer Society, American Lung Association, Campaign for Tobacco Free Kids and the American Heart Association Campaign Volunteers

FROM: Californians for a Cure/California Cancer Research Act

RE: Moving Forward

Date: April 13, 2010

The American Cancer Society, American Lung Association, American Heart Association and the Campaign for Tobacco Free Kids have been working together to put a measure on the ballot that would dramatically increase the research funds to fight cancer and heart and lung diseases caused by tobacco, increase California's anti-tobacco education efforts and prevent thousands of our teenagers from starting to smoke by increasing the California State tobacco tax for the first time in ten years.

With the help of the dedicated volunteers and staff in your organizations across California, we have successfully collected more than two thirds of the necessary signatures to qualify the California Cancer Research Act for the ballot. The hard work and countless hours of coalition members who have donated their time is the reason we've been able to make it this far- ***and the reason we're able to continue moving forward to qualify for the 2012 ballot.***

Why are we moving the fight to the 2012 ballot? The California Cancer Research Act campaign, like any campaign, needs the financial resources to collect signatures and effectively get our message to voters, especially when fighting the endless resources of Big Tobacco. Frankly, the fund raising to ensure a successful campaign in November has been challenging, and we cannot move forward on the upcoming ballot without the campaign war chest that is necessary to get out our message, in the face of a multi-million dollar tobacco industry campaign. While we will not have the signatures in time to qualify for November 2010, ***we WILL have the signatures to qualify for 2012- with your continued efforts.***

Each campaign is given 150 days to collect signatures. Up until now, we have aimed to turn them in early and qualify for this November's ballot. However, to maximize our time and ensure we collect the necessary signatures, we will take the full 150 days and turn signatures in by June 30, 2010. ***We ask that all volunteers turn in their petitions to their statewide affiliates no later than June 20th.*** We will submit the signatures to the 58 County Clerks a few days ahead of the June 30 deadline.

Many worthy campaigns have been forced to cancel their signature drives and efforts to qualify for the November ballot. ***The California Cancer Research Act WILL NOT STOP, but instead has the fortunate opportunity to continue to collect signatures with extra time and still qualify for the next election- which is the Presidential Primary Ballot in 2012.*** With the tremendous volunteers in this campaign, we have been able to collect enough signatures that we can still make the ballot in 2012!

California Cancer Research Act



We need to take advantage of our extra time, raise additional dollars, recruit and train additional volunteers and finish the signature effort. Former Senate Pro Tem Don Perata's gracious financial support has made it possible for the California Cancer Research Act to continue moving forward collecting signatures- **we will not stop our campaign- but will take advantage of the extra time to be prepared for the 2012 ballot.**

Despite advancements in treatment and prevention, nearly one out of every two Californians born today will develop cancer at some point in their lives, and nearly one in five will die from it. ***We have an amazing network of people that have helped to bring the campaign this far. Let's finish the job.*** By continuing our working together, we can make sure that the California Cancer Research Act qualifies for the Presidential Primary in 2012.

Thank you for all your efforts.