



Media Advisory: Seattle Stores Participating in Beverage Tax Education Effort
Holiday Season Public Awareness Campaign Warns Seattleites About Higher Prices in the New Year

Subject: More than 400 stores throughout Seattle are participating in a public awareness campaign to prepare their customers for the significant price increases that will come to their favorite beverages in the New Year. The price hike is the result of a beverage tax passed without voter input by the City Council and will begin on January 1, 2018.

For media: The following Seattle stores are available for broadcast media to view signage and materials that are being shared with customers.

- **Z Food Mart, 9350 Aurora Ave N, Seattle**
- **Bird On A Wire, 3509 SW Henderson St, Seattle**
- **76 Station, 6056 MLK Way, Seattle, WA**
- **76 Station, 351 Broad St, Seattle,**

Please contact Jim Desler if you would like to connect with a coalition spokesperson at one of these locations.

Background: A public education campaign kicked off this month alerting Seattle residents and those who work in and visit the Emerald City that the price of hundreds of everyday beverages will increase significantly beginning New Year's Day. Last June the Seattle City Council passed a measure that imposes a tax of 1.75 cents per ounce on a wide variety of popular beverages including sports drinks, energy drinks, soda, juice boxes and more.

The objective of the campaign is to inform and provide Seattle residents with a channel to voice their opinions on this measure and to be heard. Prices on many products will rise 50% or more. Some beverage products will more than double in price, making the final cost more tax than beverage.

- Members of the Keep Seattle Livable for All have been handing out educational materials to Seattle-based grocery stores, food carts, convenience stores and coffee shops.
- More than 400 stores and shops and restaurants throughout Seattle will receive the educational materials.
- The Coalition will work with small business owners to document how the tax is affecting them, their workers and their customers.

Additional information: Links about Keep Seattle Livable for All Coalition including [recent statements](#) and [the campaign launch press release](#), please visit the [coalition website](#).

Keep Seattle Livable for All is a coalition of small businesses and concerned citizens who were opposed to the Seattle beverage tax. The coalition remains concerned with the implementation of the Seattle tax, believes it is regressive and will disproportionately impact local small businesses and minority communities. We're taking a stand because Seattle citizens can't afford to pay even more at grocery stores, convenience stores and restaurants.

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