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Portland Business Alliance Endorses Ballot Measure 50

PBA joins the long list of Oregon organizations supporting the Healthy Kids Initiative

Portland, OR – The Portland Business Alliance has announced their endorsement of Ballot Measure 50, the Healthy Kids Initiative.

"Each year, the rising cost of healthcare is one of the top concerns for Portland Business Alliance members, which is one of the reasons why the Alliance is supporting Ballot Measure 50," said Sam Brooks, Chair of the Alliance.

"Ballot Measure 50 will address the impacts of tobacco-related healthcare costs through education and prevention as well as costs from uninsured Oregonians, and most importantly, this measure will help Oregon children, our future generation of workers, get access to the healthcare they need."

The Portland Business Alliance is Greater Portland's Chamber of Commerce representing more than 1,300 businesses in the region. The Alliance focuses on central city and regional issues and recognizes that the vitality of the central city and the region depend on one another, and Portland's vibrant, growing downtown is a regional asset.

"We are thrilled that the Portland Business Alliance has joined the long list of Oregon businesses and organizations that support Measure 50. The overwhelming support of Oregon's business community will help the Healthy Kids Initiative succeed, even in the face of the millions of dollars Big Tobacco is spending," says Carol Butler, the campaign director for Healthy Kids Oregon.

Measure 50, the Healthy Kids Initiative, will provide health coverage to 100,000 uninsured Oregon children and double the budget of the effective Tobacco Education and Prevention Program (TPEP). In addition to being supported by the American Cancer Society, the American Heart Association and the American Lung Association, Measure 50 is supported by a long list of nurses, doctors, child and health advocates and Oregon businesses, including the Portland Business Association and Oregon Business Association. To date, all of the funding for the opposition to Measure 50 has come from tobacco giants R.J. Reynolds and Philip Morris.

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