
The California Cancer Research Act



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Contact: Paul Hefner
(916) 710-1368

California Cancer Research Act to Include “First Five”

SACRAMENTO – Leaders of Californians for a Cure will modify the California Cancer Research Act initiative to provide backfill funding to the state’s “First Five” early childhood education programs.

Sponsors of the initiative, including the American Cancer Society, American Lung Association and the American Heart Association, agreed to amend the proposal after an analysis found it would provide more than \$800 million a year in new funding for cancer research and anti-smoking programs – even after allocating backfill funds to “First Five.”

The initiative, which will be placed on the November 2010 ballot, calls for a \$1 per pack increase in cigarette taxes to fund cancer research and research into the causes, treatments and potential cures of all tobacco-related illnesses.

The measure would also provide significant new support for California’s anti-smoking programs – keeping thousands of teen-agers from becoming smokers and giving current smokers the help they need to quit.