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## Boulder's Sugary Drink Tax: Vote For 2D Ballot Measure

*2D Supports Health and Equity in Our Community*

### **Vote for 2D!**

2D allows continued funding for a variety of healthy living programs. As a sampling, some of these programs provide:

- Fresh fruits and vegetables for families with lower incomes
- Sport programs for kids
- Community gardens at preschools
- Health promotion at community clinics
- Access to bikes
- Healthy meals for seniors and those with disabilities

Find out more about all the important community-based programs funded: [HealthyBoulderKids.org](http://HealthyBoulderKids.org)

### **Background**

In 2016, the City of Boulder voters passed the nation's second voter-approved soda tax on distributors of sugary drinks. As part of Colorado's complex tax law, Taxpayer Bill of Rights (TABOR), the city was required to estimate revenues from the tax.

**Measure 2D is not a new tax.** It simply allows funds that were already collected above the estimate to continue to be used for community health programs as the voters intended.

If 2D does not pass, revenues above the initial estimate will be refunded to soda and sugary drink distributors.

### **What Voters Approved In 2016**

- Two-cents-per-ounce tax on the distribution of drinks made with added sugar and other caloric sweeteners.
- This is not a new or a consumer sales tax, and does not include milk products, baby formula, drinks taken for medical reasons, mixers, alcohol or 100% fruit or vegetable juice, diet soda.
- The tax is focused on high-sugar, low-nutrition drinks.

### **Be Aware**

The beverage lobby is working hard to undermine our autonomy and efforts to support health in our community, and others across the nation.

### **How can you support 2D?**

**Vote in favor of 2D!** Support the campaign and help spread the word about how the revenue builds health and equity in our community. Endorse the effort at [HealthyBoulderKids.org](http://HealthyBoulderKids.org).

### **Organizations funded by the revenues**

The Health Equity Advisory Committee made up of community members and health experts reviews proposals and outcomes, and makes recommendations for funding from the tax. Some of the 25 health programs funded include:

- Safety Net Dental Services: Dental Aid
- Equal Access to Bikes: Community Cycles
- Care System Enhancements: Clinica
- Healthy Eating Active Living: Boulder County Public Health
- Healthy Food Redistribution: Boulder Food Rescue
- No Student Hungry: Boulder Valley School District
- Healthy Weight & Your Child: YMCA
- Healthy Eating: Growing Gardens
- Goals for your Health: El Centro Amistad
- Children's House Garden: Children's House Preschool
- Farmers Market Food Assistance
- Expanding Youth and Wellness Activities: I Have a Dream of Boulder County
- Fresh is Best: Community Food Share
- Health & Fitness through Nutrition and Play: Family Learning Center