



For immediate release
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Yes on 6 – Gas Tax Repeal Campaign Launches Statewide TV Ad “Voices of Struggling Californians”

*Campaign launches "Voices of Struggling Californians" ad to ensure that California voters know a
Yes vote on Prop 6 repeals the Gas Tax
that will dramatically increase cost-of-living for California's struggling families*

The Yes on 6 – Gas Tax Repeal campaign today announced the first TV ad of the campaign. Entitled "Voices of Struggling Californians," the ad highlights the impact the unfair and costly gas and car tax hikes that will cost the typical family \$650-800 per year. [View the ad here](#)

"This ad ensures that every family will know that a Yes vote on Prop 6 will save their family hundreds each year by repealing the unfair and costly gas and car taxes," said Carl DeMaio, chairman of the Yes on 6 – Gas Tax Repeal campaign.

The launch of this ad comes just days after the campaign launched a bold new plan to create a "lockbox" for more road and infrastructure funding than could be achieved with the gas tax alone ([Background / LA Times](#))

SCRIPT

Voice 1: I'm working two jobs and I'm still behind on bills

Voice 2: When I tell me kids "we can't afford that," I feel like I'm letting them down

Voice 3: The Sacramento politicians are just adding more burden, raising gas and car taxes

Voice 4: It cost my family over 700 dollars a year

Voice 5: ...to cover their budget deficit – not to fix our roads

Voice 6: I'm losing hope -- what can I do?

Vote yes. Vote yes. Vote Yes. Vote yes. Vote yes on Proposition 6 to repeal the unfair gas tax hikes.

Facts about this massive hike:

–Voting Yes on Prop 6 will repeal the car and gas tax, and ensures that any future car and gas taxes must be approved by the voters

–On Nov 1, 2017, Californians became subject to an additional tax of 12.5 cents more per gallon (20 cents more for diesel)

–Estimates suggest it will cost an average family of four \$779 or more per family, per year

–The tax also hits business owners who rely on transporting goods, raising the cost of everything from apples to bread, and everything in between

–Vehicle license fees (car tax) will increase as much as \$175 a year - striking the wallets of hard-working families across the state

–The tax revenue goes into the state's General Fund, meaning there's zero guarantee the money will be used to actually fund the transportation "fixes" they claim will happen

–Nearly 1 million signatures were collected to qualify the measure on the November ballot; just over 550,000 were required

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