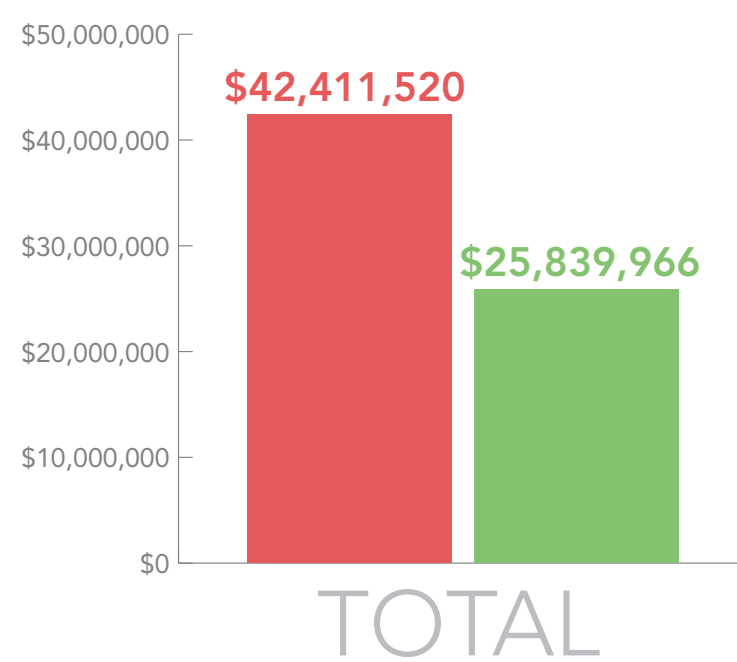
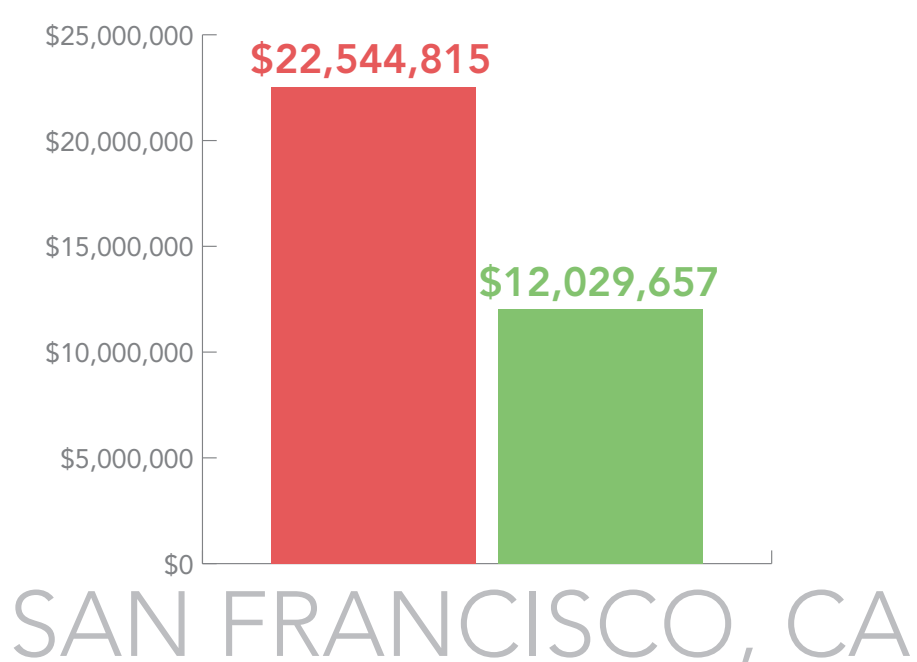
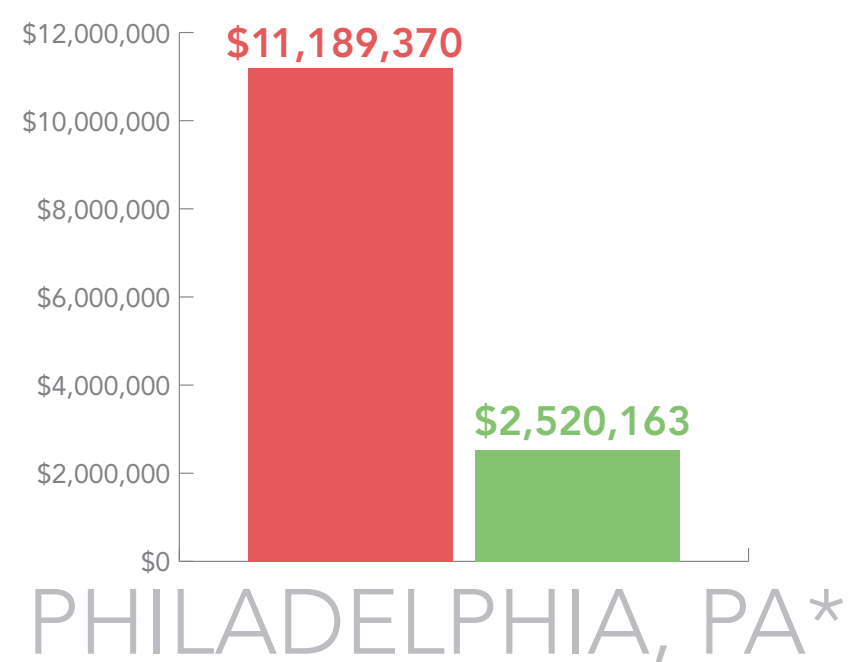
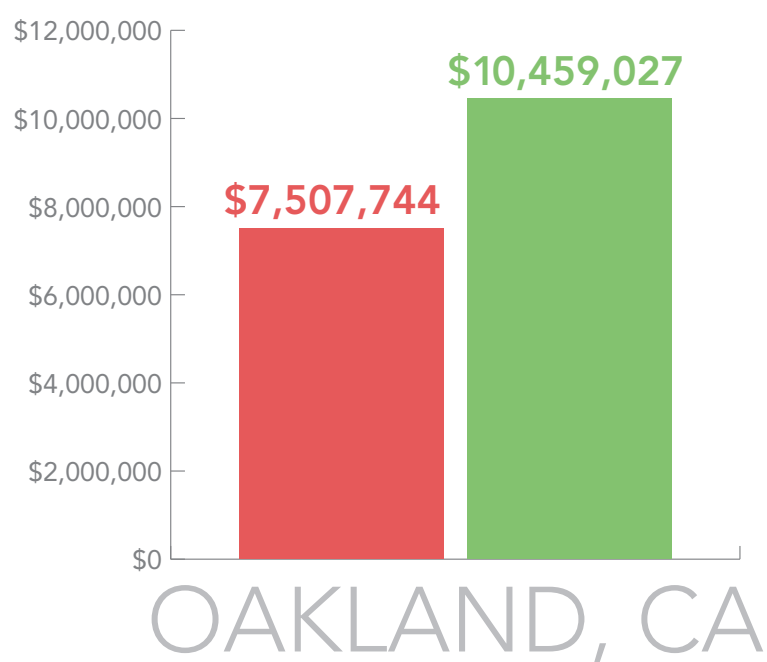
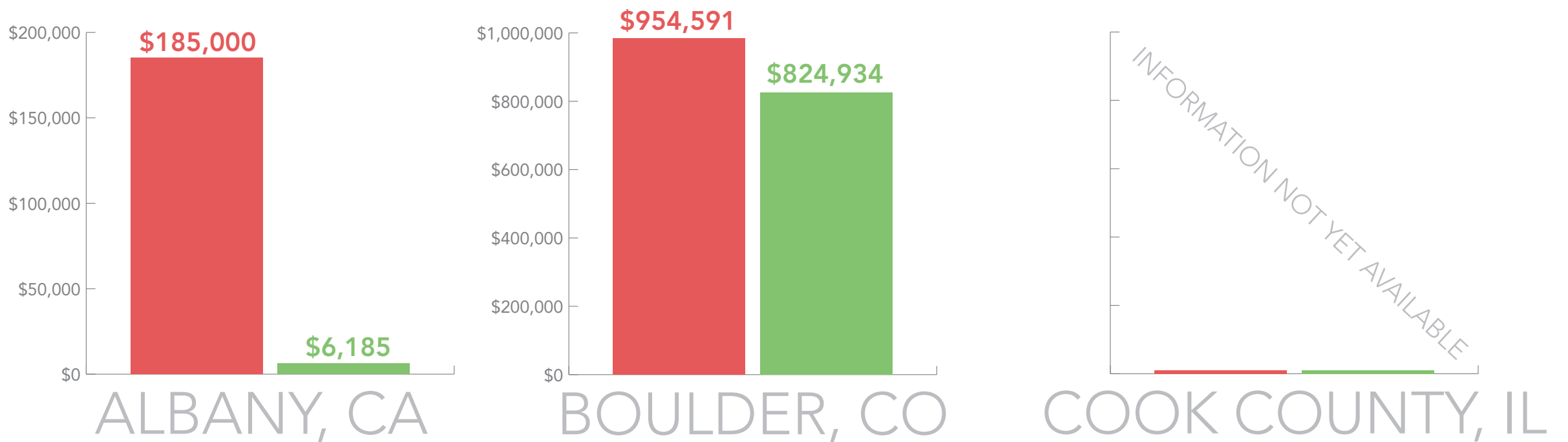


# Soda Industry's Big Bucks to Fight Taxes

Big Soda—the American Beverage Association, Coca-Cola, and PepsiCo—put more than \$42 million into campaigns to defeat local soda tax initiatives across the country in 2016. Unlike previous campaigns, local advocates had significant financial support—almost \$26 million—but were still outspent almost 2-1 during the year. The support for the local campaigns came from the American Heart Association, former New York City Mayor Michael Bloomberg, and the Houston philanthropists Laura and John Arnold.



● TAX OPPONENTS ● TAX SUPPORTERS

\*Philadelphia figures reflect spending as opposed to contributions.