



FOR IMMEDIATE RELEASE
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Healthy Colorado

Denver, CO – Today, supporters of proposed initiative 139, a measure aimed to place reasonable controls on the sale of recreational marijuana, announced that they will withdraw their initiative from potential consideration on the November 2016 general election ballot recognizing that the marijuana industry simply has made it too expensive to move forward. The supporters who developed 139 are also announcing that a new coalition is forming to hold Big Marijuana accountable.

“As disappointed as I am to shelve these critical public safety reforms for now, we simply couldn’t go toe-to-toe with the Marijuana Moguls who committed tens of millions to defeat our common-sense controls on the sale of recreational marijuana,” said Ali Pruitt, a Denver Mom and one of the two designated representatives of 139. “Putting it on the ballot simply wouldn’t have been enough, and, even so, as concerned moms, dads, teachers and friends, we simply couldn’t keep up with the financial costs brought on by the underhanded tactics and baseless delays used by the marijuana industry to keep us off of the ballot. The marijuana industry built a wall of money between us and the November ballot that we simply couldn’t break through.”

“Our grassroots coalition born of this effort will create a new organization in Colorado dedicated to upholding the health and safety of all Coloradans and, most importantly, we will hold the commercialized marijuana industry accountable for what they are doing to our state, our kids and our communities,” continued Pruitt.

Initiative 139 would have placed certain controls on the retail sale of marijuana and marijuana products in Colorado. Among these reasonable reforms would have been child-resistant packaging, health warnings and potency controls. The initiative would not have affected medical marijuana in Colorado.

“The commercialized marijuana industry once again showed that they are willing to put their profits ahead of the safety of our children and our communities,” lamented Ron Castagna, a former Jefferson County high school principal and the initiative’s other designated representative. “At least for now, the racketeers have won. The Marijuana Moguls put a pile of campaign cash on the table and won. Our kids, and our communities are in crisis, for now.”

The move comes on the heels of a successful effort by the marijuana industry to stall the process and buy off signature gatherers to keep the initiative from moving forward. The Colorado Supreme Court unanimously rejected the claims concocted by the marijuana industry after a two-month delay.

“We are not done,” emphasized Sue Anderson of the Healthy Colorado Coalition.

“With the state Legislature unwilling to protect our kids, and Governor Hickenlooper sitting on the sidelines choosing to opine on the “Colorado Experiment” instead of standing up for our communities, the initiative route was the last remaining option to enact reasonable reforms to protect our state,” Anderson continued. “With the initiative option off the table for 2016, it’s time for our elected leaders to stand with men like Denver Mayor Michael Hancock and recognize the harm that legalized pot has had on our state, and more importantly, to end their excuses and rein in an out-of-control marijuana industry. We are not done and we will keep up our fight to protect our children and our communities.”

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