



Seattle, WA
For Immediate Release
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August 6, 2012 Media Advisory
New Approach Washington Launches Television Ad Campaign
Encourages Conversation About Marijuana Regulation

New Approach Washington, the committee supporting Initiative 502, will launch a three-week media campaign on Wednesday to open a conversation about marijuana regulation. The campaign will feature a thirty-second ad that will air on broadcast and cable television throughout western Washington, and also online.

“An overwhelming majority of Washington citizens agree that treating marijuana use as a crime has failed,” said Alison Holcomb, campaign director for New Approach Washington. “However, they haven’t been provided the opportunity to consider what a new approach might look like, and how it might be better for our communities than the current prohibition model. We want to start that conversation.”

The ad will premiere Wednesday morning during KING and KOMO’s early morning news (5:00-6:00 AM), and Comcast NBC Sports Morning (5:00-9:00 AM).

The ad may be previewed at www.newapproachwa.org.

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