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Chico Releases New Ad Called “Soda” *Mayoral Candidate Adds \$200K To TV Buy*

CHICAGO — Bringing his ad buy total since January 3rd to 1.2 million dollars, Gery Chico updated one of his commercials, which begins today, to hit opponent Susana Mendoza on her two-faced political hypocrisy.

Mendoza has spent months attacking Cook County Board President Toni Preckwinkle for forcing through and then being forced to repeal her ill-conceived County Soda Tax.

Mendoza, however, is the “Original Soda Taxer.”

In 2009, as an Illinois State Representative, Mendoza voted to increase the sales tax on soft drinks - including soda - from 1% to 6.25%, hurting working families throughout Chicago.

Watch the ad [here](#).

“Susana Mendoza has not had many kind words for Toni Preckwinkle’s soda tax. Mendoza has called it everything from ‘regressive’ to a ‘bad idea,’” Chico said. “Working class families are tired of typical politicians like Susana Mendoza and Toni Preckwinkle who use them like personal ATM machines. It’s high time that voters are informed about Mendoza’s vote to increase the Original Soda Tax by a total of \$17 million and for her to be held accountable for hypocrisy.”

FACT:

Mendoza voted with the General Assembly to raise the tax on sweetened beverages including Soda from 1% to 6.25%. Mendoza voted to concur in HB 255. [5/21/09, HB 255, Motion to concur, Concurred 86-30]

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