

Big donation to legal marijuana campaign

Laurel Andrews, Alaska Dispatch, March 19, 2014

Five months before voters head to the polls on Aug. 19 to decide whether to legalize, tax and regulate marijuana in Alaska, campaign activity has remained relatively subdued. That may soon change, however, as the campaign sponsoring the initiative plans to ramp up its voter outreach efforts with a new infusion of funds.

Contributions to the Campaign to Regulate Marijuana Like Alcohol [3], the organization sponsoring the initiative, have been trickling in since June 2013. But on March 13, the campaign reported by far its largest contribution to date, a check from the Marijuana Policy Project for \$210,000.

The money was a planned contribution from MPP, wrote Taylor Bickford with Strategies 360, spokesperson for the campaign. The funds will be channeled toward an “aggressive campaign” to mobilize voters that will include TV and radio advertisements and direct mailing, Bickford wrote. “This is an important issue that Alaskans support, and the campaign is committed to raising and spending whatever it takes to win in August.”

To date, the campaign has received \$246,191.84, largely from MPP. In addition, MPP has spent \$147,493.07 on campaign activities and sent one staff member, Chris Rempert, up to Alaska to coordinate volunteer and field activities.

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