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New Digital, Radio & TV Ads

Two different sets of digital advertisements launched today. All of the ads will link to a page with a Call to Action, similar to what we [have been using](#) but with messaging tailored to each ad.

The first set of ads emphasizes the \$250 billion+ in taxes required under a Single Payer health plan and the mystery surrounding the tax brackets and just how much exactly every individual and business would end up having to pay. These ads will appear on Facebook and across a wide array of websites via Google. Realities will also have an exclusive sponsorship in the Politico NY Health newsletter next week.

Accompanying radio ads will air from Buffalo to Long Island on the following stations: WBEN 930, WHAM 1180, 570 WSYR, 810 WGY, 710 WOR, and 1450 WKIP.

SINGLE PAYER HEALTH CARE?

ALBANY POLITICIANS
WON'T EVEN TELL US HOW
MUCH WE WILL PAY!

WHAT ARE THEY HIDING?!



The second set of digital ads focuses specifically on the loss of Medicare coverage under a Single Payer health plan. The New York Health Act would lump everyone into a one-size-fits-all government run system. These ads will appear on Facebook along with online publications City & State and the Empire Report. These too link to a [Call to Action](#) on the Realities website. We have also updated the website to give it a new look and add the Medicare section.

The Medicare ads will also air on [television cable channels](#) across Upstate.



Reminder: Open Letter



If you do NOT want to be listed in the open letter, please [let us know](#) by the end of the day tomorrow (Wednesday)

We are amplifying our voice and running an open letter in multiple newspapers, urging all Legislators to oppose Single Payer.

The full-page ad will be seen across the state during the week of June 6: The Buffalo News, Rochester Democrat & Chronicle, Syracuse Post-Standard, Albany Times Union, and Westchester Journal News.

The open letter will lay out the reasons why New York State legislators should oppose the New York Health Act and it will list our 130+ coalition members.

Upstate United Op-Ed

Realities coalition member Upstate United has a featured Op-Ed in the Albany Business Review today. The piece lists the financial burdens a Single Payer health plan would have on businesses and the economy. It also explains how a government-run health system would impact patients, citing the lack of access and long wait times Canadians have grown accustomed to - and Canada's health system is less restrictive than the New York Health Act.



Opinion: A single payer plan is a prescription for...

For employers across Upstate New York, the topic of health care is always top of mind. This is especially true in light of the COVID-19 pandemic. Businesses can't thrive without healthy workers and customers. As infection rates drop and the...

[Read more](#)

www.bizjournals.com

Coming Up: NY Now Interview



Tune in to the public affairs program NY Now on PBS this Friday for a discussion on Single Payer. Host Dan Clark sat down with Lev Ginsburg from The Business Council of NYS and Ed Farrell from the Retired Public Employees Association. Ed explained the many concerns that retirees have with a Single Payer health plan.

NY Now airs on the local PBS channels at 7:30 p.m. on Friday and again at 11:30 p.m. on Sunday.

Two Week Countdown

There are just two weeks remaining in the Legislative Session. The New York Health Act has not moved in either house but we need to continue to apply the pressure on Legislators to ensure the bill does not get to the floor for a vote. If it makes it to the floor for a vote in one house, it is likely both the Senate and Assembly will vote on it — and pass it considering it has majority support.

Memos in Opposition

There is still time to submit a Memo in Opposition! We also have a [sample MIO](#)

that you can use as a template, or we can help write them.

Please share your memos by [emailing](#) us. We will compile them and make sure Legislators and key staff register your opposition.

VoterVoice

Another easy way to share your opposition right now is to send a message to your local Senate and Assembly members through our Action page.

- Click "Take Action!" below
- Enter your name and contact information
- Click "Send Message"
- **Share the link with your members and employees!**

TAKE ACTION!

To directly contact your local Legislators or Legislative leaders in other ways, see the following list for email addresses, district phone numbers and district addresses:

[Senate and Assembly Contact List](#)

New York Health Act Tracker



[S.5474/A.6058](#)

No updates. The bill is not on Assembly or Senate agendas.

Realities Resources

Useful Links and Information

[Realities Member Toolkit](#)

[Webinar: Understanding the New York Health Act](#)

[Economic Impact of the New York Health Act](#)

[Webinar: The New York Health Act & ERISA](#)

[New York State 2021 Legislative Session Calendar](#)

[New York Health Act: Cost vs Tax Increase](#)

[Frequently Asked Questions about the New York Health Act](#)

[Myths and Facts about the New York Health Act](#)

[Sample Opposition Memo](#)

[RAND Study on Single Payer](#)

