

Last week, the California Senate Health Committee failed to consider SB 300, the sugar-sweetened warning label bill scheduled for a committee vote on April 19th.

CrossFit, Inc. thanks Senator Bill Monning for his continued fight for a soda warning label bill in California, US Representatives Nanette Barragan, Karen Bass, Lucille Roybal-Allard, and Mark Takano for their support of SB 300, and the hundreds of CrossFitters who contacted their elected representatives to ask them to take a stand for public health on this issue.

The soda and sugar industries have manipulated American health science and policy for at least 50 years. The consumption of sugar-sweetened beverages—the single largest source of added sugar in the American diet—significantly increases the risk of diabetes. More than half of all adults in California have diabetes or pre diabetes. And 1.8 million Americans will die this year from preventable, lifestyle-related diseases. Warning labels on sugar-sweetened beverages are an important step in pushing back against the corruption and misinformation that have taken a deadly toll on public health.

The senators who sit on the California Senate Health Committee who are afraid to stand up to the American Beverage Association's power and dollars are on the wrong side of history. CrossFit will continue to support warning label initiatives and fight the soda industry's corruption of the sports and health sciences. We remain committed to doing the right thing for the right reasons.