



Altria

October 8, 2025

Roger Niello  
State Capital  
Sacramento, CA 95814

SUBJECT: Support, SB-23, Roger Niello

Dear Senator Roger Niello,

Altria Group writes to you regarding our support on SB-23 which incentivizes businesses to invest in California's educational institutions while directly supporting workforce development and community engagement. The tax credit encourages contributions that strengthen schools, scholarship programs, and student opportunities across the state.

Altria's Contributing Together (ACT) program helps employees work with community partners to understand local needs and the social impact Altria can contribute to. Altria works with programs like Success360° taking initiatives to work with middle and high school students in order to emphasize protective factors such as positive relationships and activities that help kids make healthy decisions and resist risky behaviors including tobacco use. Our partnership with Success360° allows us to work with organizations such as 4-H, Big Brothers Big Sisters, Boys and Girls Clubs, and community schools. These programs include mentoring adolescent substance abuse prevention reflecting our ongoing commitment to education and community development in California.

Altria supports SB-23, strengthening our schools and scholarship programs. SB-23 supports Altria to continue investing in communities, promote positive youth development.

For this reason Altria Group supports SB-23.

Sincerely,

Altria Group  
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