

March for  
Billionaires

SATURDAY, FEBRUARY 7, 2026 — SAN FRANCISCO, CA

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Stand up for the entrepreneurs, innovators, and risk-takers!

# Vilifying billionaires is popular. Losing them is expensive.

Most made their fortunes building companies that employ thousands and solve real problems. Their wealth is largely stock in those companies, not vaults of cash.

California benefits enormously when entrepreneurs choose to build here. We're currently watching them leave.

The Billionaire Tax Act has already pushed the founders of Google to leave the state, taking their economic contributions with them. By taxing unrealized gains and voting shares, the act would make it difficult for founders to retain control of their startups.

## Building, not taking

These billionaires didn't steal from you. They created products, services, and experiences that millions of people freely chose.

### Jeff Bezos

Built a store where you can get nearly anything delivered to your doorstep, tomorrow.

### Brian Chesky

Created Airbnb, connecting travelers to homeowners with spare rooms.

### Taylor Swift

Sold 100 million albums and filled stadiums around the world.

### Larry Page & Sergey Brin

Made the world's information accessible to everyone, for free.

### James Dyson

Invented the bagless vacuum cleaner after 5,127 prototypes.

### Noubar Afeyan

Incubated Moderna and dozens more biotech companies.

### Hamdi Ulukaya

Popularized Greek yogurt with Chobani.

### Roger Federer

Won 20 Grand Slam tennis titles and inspired a generation of players.

### Henry Samueli

Designed chips for broadband internet.

## Judge individuals, not classes

Of course, not all billionaires are good people. Some extract rather than create wealth. Some use their resources to cause serious political harm. These criticisms have merit, but they apply to individuals, not billionaires as a whole.

We believe most have made tremendous contributions to society, directly through their entrepreneurship and secondarily through taxes and philanthropy. That deserves our respect and admiration.

### 11:00 AM

### Meet at Alta Plaza Park

Jackson St & Scott St, Pacific Heights

### 11:30 AM

### March Begins

Down Fillmore Street.

### 12:30 PM

### Rally at Civic Center

Speeches and celebration.

## Spread the Word

Enlist your friends—the more people who join us, the bigger our impact!

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