

NEWS RELEASE

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Activists Urge Burger King to Support Workers' Rights

Your city – Supporters of the Coalition of Immokalee Workers (CIW) will hold educational events and demonstrations at area Burger King restaurants to encourage Burger King to address poverty and human rights abuses in its tomato supply chain. These actions come in the lead-up to a national mobilization on Burger King's corporate headquarters in Miami this November 30.

After years of organizing, the CIW – an organization of mainly Latino, Haitian and Mayan Indian farmworkers – established groundbreaking agreements with Yum Brands (parent company of Taco Bell) and McDonald's to directly improve farmworker wages and working conditions. Now, the CIW is calling on Burger King and the rest of the fast food industry to do the same.

Burger King, however, has publicly rejected the CIW's demands to work together to address this human rights crisis.

The Coalition demands that Burger King:

- Pay a penny more per pound for tomatoes while ensuring that this increase is passed along to farmworkers in the form of increased wages.
- Work with the CIW to implement an enforceable code of conduct to ensure fair and safe working conditions for farmworkers in Burger King's tomato supply chain

Demonstrations & events will be held at the following times and locations:

- *Event details here*

For more information:

www.ciw-online.org/2007_BK_March/index.html

www.sfalliance.org

www.allianceforfairfood.org

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