



SAMPLE PRESS ADVISORY FOR MAY DAY RALLY

MEDIA ADVISORY FOR MAY 1

For information contact: [give all available #s]

[City name here] Rally Part of Worldwide May Day Actions to Spotlight International Workers' Rights Rally to Focus On [Local Employer's] Violation of U.N. Declaration on Workers' Rights

[City name here] working men and women, community leaders, union activists and citizens concerned about global fairness will hold a May Day rally at [place here]. The group will point out that workers worldwide have fundamental rights according to the United Nations' International Labor Organization (ILO): the rights to form a union and bargain collectively to improve their lives, to refuse forced labor, to reject child labor and to work free from discrimination.

The participants will point out that these rights often are violated or ignored, such as at [local employer], which has undermined its workers' freedom to form a union. Workers at [local employer] came together in a union in order to address [issues here]. Yet their employer has kept workers from winning a voice at work by [employer's actions here].

Actions in cities across the United States will highlight these global workers' rights on May Day. For the first time, May Day activities worldwide will focus on the ILO declaration on workers' rights—[city name here] activists will be joining workers who are rallying and marching on this issue in such countries as Kenya, Brazil, Mexico, South Africa, Germany, Italy and more. The rallies in the United States and across the world will feature similar, colorful posters designed by the ILO.

- WHO: [City name here] workers, community leaders, union activists and others
- WHAT: May Day Rally: Spotlight on [Local Employer's] Violation of U.N. Declaration on International Workers' Rights
- WHEN: May 1, 2001—[Time here]
- WHERE: [Address here]