

**I Buy Union Because
I Care About America!**



**Buy Union Week,
Nov. 25 – Dec. 4, 2011**



Union Label & Service Trades Department, AFL-CIO

Richard Kline
President

James H. Dunn
Secretary-Treasurer

The AFL-CIO has declared the ten days following Thanksgiving (November 25 through December 4, 2011) as “Buy Union Week.” The action adopted by the AFL-CIO’s 25th Constitutional Convention also urges affiliated unions to use “all available means” to promote the purchase of union made gifts during the upcoming Holiday season.

Given the volatile state of the economy—marked by huge job losses, declines in take-home pay and increased costs—it makes more sense than ever to focus the purchasing power of union families on the goods and services that those families create. Supporting union made products helps keep good jobs in the community.

Consumer surveys indicate that Holiday spending will largely remain flat this year and that most of us will pay cash rather than add to our credit card debt. Still, the National Retail Foundation says that Americans will spend on average \$704.18 on Holiday gifts and seasonal merchandise this year. All the more reason to specify “union-made-in-the-USA” gifts for friends and family—we’ll be looking for practical, quality gifts. Fads and gadgets won’t be big sellers this year.

Here are some suggestions for your 2011 Holiday shopping:

- 1) Visit www.unionlabel.org and click “Find Union Made Products and Services” in the yellow box at the top of the page to find ideas to start your shopping list.
- 2) Demand union made products and services when you shop.
- 3) When you find merchants who share your interest in union-made products & services, let us know who they are (e-mail us at: ulstd@unionlabel.org), and give them a copy of the “Thanks for Caring” certificate that is part of this package.
- 4) When you wrap your presents, use the enclosed tag to let friends and family know you shopped union.
- 5) If you just can’t find a union source for the gifts you want to give, why not just give cash, and ask the recipient to spend it on union products or services.

Please contact us with your ideas for making “Buy Union Week” a big national success.

In Solidarity,

Rich Kline
President, Union Label & Service Trades Department (AFL-CIO)



Union Label & Service Trades Department, AFL-CIO

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PRESS RELEASE

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Buy Union Week—Nov. 25-Dec. 4, 2011

Union Families Will Focus on Union-Made Gifts for the 2011 Holiday Season

Each year, the AFL-CIO Union Label & Service Trades Department designates the 10 days following Thanksgiving—typically the heaviest retail days of the year—as “Buy Union Week” to encourage union workers and their families to shop for union made products and services when they buy for the Holidays. For 2011, that observance starts November 25th and runs through December 4th.

The AFL-CIO Constitutional Convention officially adopted Buy Union Week in 2005, urging the Federation’s affiliated unions to “use all the means at their disposal” to publicize the program.

“Americans traditionally observe the Holidays with gifts to friends and family that serve as tokens of our care for others. When working families care enough to seek out union-made gifts, they’re giving a gift of good jobs and boosting good neighborhoods and strong communities,” explained US&STD President Rich Kline.

During Buy Union Week working families are encouraged to let merchants know that they want to find union products and services when they shop; and that they’re even willing to pay a premium for the assurance that a product or service comes from union labor. “Time and again, surveys tell us that working families prefer the quality of union goods and services, but they often have trouble finding that choice,” Kline said. This year, he noted, union members will also be presenting merchants who share an interest in providing union goods with a “Thanks for Caring” certificate.

Kline pointed out that, even in today’s shaky economy, American consumers are expected to spend more than billions on Holiday gifts. At least 10 percent, comes from union households. “We’re asking union members to look for union products. And, if they just can’t find a union source for the right gift, we’re suggesting they substitute cash and let the recipient know that they would rather give cash than substitute an inferior product from a non-union source,” Kline said.

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I Buy Union Because I Care About America!

Buy Union Week, Nov. 25 – Dec. 4, 2011



I Pledge to Buy Union-Made Products and Services this Holiday Season.

I want to keep good jobs in my community: jobs with decent wages and benefits; jobs that protect worker rights, safety and dignity.

I urge you to stock your shelves with Union-Made Goods and offer Union-Provided Services. I want to spend my hard-earned shopping dollars to keep the very best jobs here in our community.

To identify sources of union-made products and services, please **visit** www.UnionLabel.org.

Signature

Address

Let merchants in your community know you care about America. Distribute this flyer to local store owners and encourage them to provide Union-Made products and services.

Thanks for Caring!

Buy Union Week—Nov. 25th-Dec. 4th

American consumers won't have as much money to spend on Holiday gifts this year, and we'll want to be sure that what we do spend will help support good union jobs in America and in our community. We're asking the merchants like you to help us locate union-made products and services that we would be proud to give or receive.

Visit www.UnionLabel.org to identify products that are union made.

The union men and women in our community appreciate any support you can give.

Signature

Address

Let merchants in your community know you care about America. Distribute this flyer to local store owners and encourage them to provide Union-Made products and services.





This Package Contains a Bonafide
Union-Made Gift

You work hard for your money and so do I
So I always buy union whenever I buy...

I won't buy non-union, I just can't do it...
So this Holiday present is union all
through it!



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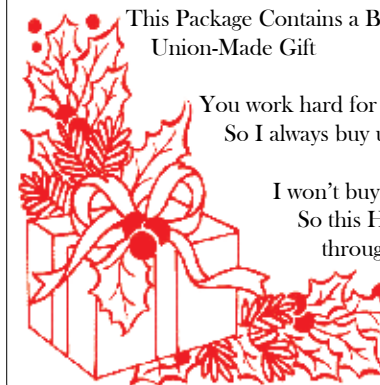
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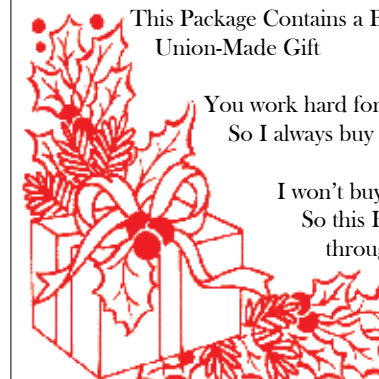
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