

# WANTED

**Ronald McDonald**  
aka "The Clown"



**FOR EXPLOITING FARMWORKERS**  
**REWARD:**

**REAL RIGHTS FOR FARMWORKERS**

## McDonald's Truth Tour 2006

Farmworkers from the Coalition of Immokalee Workers (CIW) will travel from Immokalee, FL, home of one of the largest farmworker communities in the country, to Chicago, IL, home of the world's largest restaurant chain, McDonald's. On April 1st, CIW members and allies from throughout the Midwest will join together for a major march and rally in Chicago, where they will call on McDonald's to work with the CIW and help establish real labor rights for the workers who pick their tomatoes. Specifically, they will call for:

- The right to a fair wage, after nearly 30 years of stagnant wages;
- The right for farmworkers to participate in the decisions that affect their lives;
- A code of conduct that gives farmworkers a real role in the protection of their own rights

In March of 2005, after a 4-year boycott, the CIW reached an historic agreement with Taco Bell, which directly improved workers' wages and established a rigorous code of conduct (with the CIW as a monitoring body). The CIW and allies have asked McDonald's to follow suit, but McDonald's refuses to work with the CIW and is promoting a plan that threatens to undercut the wage gains won by farmworkers in the Taco Bell Boycott and push workers back away from the table where decisions are made that affect their lives.

In the face of McDonald's steadfast refusal to treat farmworkers with respect, demand truly humane labor standards of its suppliers, and pay a fairer price for tomatoes in order to address farmworker poverty – poverty which has helped pad McDonald's profits for more than 50 years – the CIW is traveling to McDonald's backyard with a clear message: **Nothing less than real rights will do!**

# March & Rally for Farmworker Rights

## Sat., April 1 Chicago

### Schedule of Events

#### 10:00 AM: 5-Mile March To Rock 'N' Roll McDonald's

*In what has become a CIW trademark action, farmworkers and their allies will again hit the streets, this time for a 5-mile march culminating at one of the most frequented and well-known McDonald's in the world. The march will begin at Plaza Tenochtitlan (intersection of 18th St., Blue Island Ave. and Loomis in Pilsen) and will wind its way through the heart of downtown Chicago before reaching the Rock 'n' Roll McDonald's for a major rally.*

#### 1:00 PM: RALLY @ McDONALD'S

Join Florida farmworkers and hundreds of their religious, labor, student, and community allies for a spirited rally!

50th Anniversary McDonald's (aka Rock 'n' Roll McDonald's)  
600 North Clark St.  
Chicago, IL 60610-3702

*Please join the CIW and their allies for live music, speakers and lunch immediately following the rally (to be held at nearby church).*

#### 7:00 PM: "Our World, Our Rights" Cultural Event

*From Colombia to Chiapas, from Immokalee to Chicago, people are envisioning a different world. A world where humanity is valued over profits; a world where workers have a voice and their rights are respected; a world where many worlds fit. Please join the CIW and their allies for a night of live music and movement building. Please check website for details.*

**[www.ciw-online.org](http://www.ciw-online.org)**