

JOIN US FOR MARCH & PARADE FOR HUMAN RIGHTS ON MARCH 26TH, 2017



From March 16 to 29, 2017, members of the Coalition of Immokalee Workers and their allies will embark on the Return to Human Rights Tour, joining thousands of consumers in mobilizing for the national Wendy's Boycott. However, this national tour isn't just about demanding human rights in Wendy's supply chain. The world is changing rapidly around us, and sounding the call for a broad and inclusive new human rights movement has become imperative if we are to protect the fragile progress toward ever-greater social justice that we have made across the generations.

In addition to spreading the word about the Wendy's Boycott, CIW members will spend the Return to Human Rights Tour strengthening relationships, reflecting on the challenges ahead, and taking action with an eye toward the broader struggle to preserve fundamental human rights that unites us all.

The tour will ramp up to one major mobilization in Columbus, Ohio: The March & Parade for Human Rights on March 26th. Immokalee workers will lead the parade with Fair Food floats, and we are inviting allies across the country to come prepared with their own floats, flags, signs, puppets, costumes and other art to make the parade as colorful - and as powerful - as possible!



THE COALITION OF IMMOKALEE WORKERS IS CALLING FOR ARTWORK FOCUSED ON THESE THREE THEMES:

(a) Human rights: The Fair Food movement is fundamentally a movement for fundamental human rights - to work with dignity, to be free from violence and discrimination, to have access to clean drinking water, and many others. Find ways to creatively and visually represent human rights!

(b) The Wendy's Boycott: For too long, Wendy's has ignored workers' and consumers' call for the fast food giant to join the Fair Food Program. Wendy's leadership needs to hear loud and clear that thousands of consumers will not purchase from Wendy's until they make a real, tangible commitment to the human rights of workers in their supply chain. Send a message to Wendy's!

(c) Fair Food: The food we all eat, and the food system that we are all a part of, must be not only sustainable but also fair. Images of food - particular tomatoes or other fruits and vegetables - and food workers will bring our message home!

READY TO BE A PART OF THE ART TEAM?

Reach out to Marley or Leonel at the Coalition of Immokalee Workers to get started!

Marley
marley@ciw-online.org
239-357-0393

Leonel
leonel@ciw-online.org
239-503-1161