



NEWS ADVISORY FROM Make the Road New York

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Small Businesses to Launch "Conscious Consumer, Conscious Business" Initiative in Support of Paid Sick Days

Councilmember Julissa Ferreras to Join Local Business Leaders and Community Residents for Rally in Northwest Queens

QUEENS, NY - With growing momentum behind a City Council proposal to guarantee paid sick days for New York City workers, a group of business owners from Jackson Heights and Corona will hold a press conference with Councilmember Julissa Ferreras, local residents and the NYC Paid Sick Leave Coalition to launch the "Conscious Consumer, Conscious Business" initiative. The new initiative will support and elevate neighborhood businesses that bolster the economy, value families and protect public health by providing paid sick days to employees.

At the rally, participating businesses will explain why they provide paid sick days and stand in support of the proposed paid sick days bill, and will call on other area businesses to join the campaign.

Through the creation of "Conscious Consumer Cards" and grassroots mobilization, Make the Road NY, which has over 4,000 members in Queens, will educate community members about local businesses that are employing these responsible practices. Patrons will leave the Conscious Consumer Cards at participating businesses to show the role that paid sick days played in their decision to shop there.

WHERE: Terraza 7 Live Music
40-19 Gleane Street, Elmhurst, NY (7 train to 82nd Street)

WHEN: 12pm (noon), Tuesday, March 13

WHO: Councilmember Julissa Ferreras
Make the Road New York
Wilfredo Larancuent
Working Families Party
NYC Paid Leave Coalition partners, including SEIU 1199, the United Federation of Teachers, and New York Communities for Change

BUSINESS OWNERS: Freddy Castiblanco, Owner, Terraza 7 Live Music
Bryan Pu-Folkes, Owner, Law Offices of Bryan Pu-Folkes
Helen Arteaga, Director, Plaza del Sol Health Center
Leni Juca, Owner, Oxium Copy and Print
Gurpatwant S. Pannun, Owner, Law Offices of Gurpawant Pannun

VISUAL: Diverse small business leaders and community members holding signs in support.

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Make the Road New York (MRNY) is the largest participatory immigrant organization in New York with 10,000 members. With vibrant community centers in Bushwick, Brooklyn; Jackson Heights, Queens; Port Richmond, Staten Island; and Brentwood, Long Island; MRNY gives voice to thousands of immigrants and working class New Yorkers through community organizing, educates tomorrow's leaders and provides services to support families. To find out more or to make a donation, please visit our website:

www.maketheroadny.org

