

# WANTED

**Ronald McDonald**  
aka "The Clown"

**McDONALD'S TRUTH TOUR 2006:  
"THE REAL RIGHTS TOUR"**  
MARCH 29 - APRIL 2



**MARCH & RALLY  
APRIL 1ST, CHICAGO, IL**

**FOR EXPLOITING FARMWORKERS**

## REWARD:

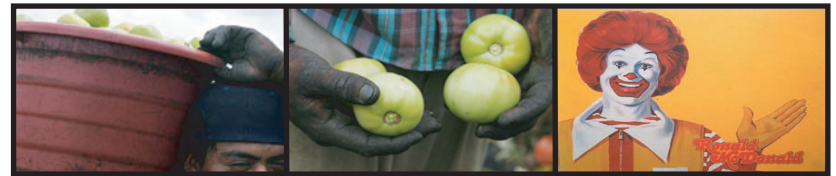
**REAL RIGHTS FOR FARMWORKERS**

Farmworkers from the Coalition of Immokalee Workers (CIW) and their allies will travel by caravan 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 – the fifth anniversary of the launch of the successful Taco Bell Boycott – the caravan will be joined by supporters from throughout the region for a major rally in Chicago, where they will call on the fast-food giant McDonald's to work with the CIW and help establish real labor rights for the workers who pick tomatoes for McDonald's suppliers. Specifically, workers and their allies will be calling for:

The right to a fair wage, after more than 25 years of sub-poverty wages

The right for farmworkers to participate in the decisions that affect their lives

The right to a real code of conduct based on modern labor standards



McDonald's demand for cheap tomatoes creates farmworker poverty and pads the fast-food giants profits.

The Taco Bell boycott victory on March 8th, 2005, established important new precedents for corporate social responsibility in the fast-food industry. But since that time, McDonald's has taken a path that threatens to undercut the wage gains won by farmworkers in the Taco Bell Boycott and to 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 AND RALLY TO ROCK-N-ROLL McDONALD'S: SAT. APRIL 1ST**

