

# defend human rights in your backyard

National Rally at YUM! brands'  
Headquarters 1441 Gardner Ln.  
**SATURDAY 12 NOON**  
**MARCH 12**



*Farmworkers who pick tomatoes for Taco Bell and Yum! Brands work in sweatshop conditions, earning 40-45 cents for every 32 lb. bucket they pick—a wage that has remained stagnant for over 25 years. They must pick 2 TONS of tomatoes to earn \$50 in a day, have no benefits, are denied by law the right to form a union, and often work 10-12 hour days with no overtime pay. In 2001, the Coalition of Immokalee Workers (CIW), a Florida-based farmworker organization, launched a national boycott of Taco Bell. Since then, the Taco Bell boycott has become one of the fastest growing movements for social justice in the county, bringing together celebrities, politicians, well-known musicians and thousands of church members, students, workers and community members in the fight for farmworker justice. This year, the CIW is bringing the truth about farmworker poverty to the home of fast-food profits, Yum Brands, the parent company of Taco Bell, Pizza Hut, Kentucky Fried Chicken, Long John Silvers and A&W Restaurants. Join them outside of YUM Brands on Saturday, March 12 for the culmination of this year's "Taco Bell Truth Tour". Don't miss this historic event.*

**Join Florida farmworkers and thousands of their allies in calling on YUM! Brands, the world's largest fast food company, to take responsibility for human rights abuses in its supply chain.**

**March 6 - 11: A Week of Education and Action**  
Welcoming of the Truth Tour, Workers Rights Board Meeting, "Realities of War" Forum (UofL), "Our World, Our Rights" Global Justice Conference (UofL), Taco Bell Protest Parade.

**March 12: National Rally**  
11 AM - March to YUM! Brands.  
12 NOON - National rally featuring:  
MARTIN SHEEN, actor and activist  
local bands, theater, children's games, prayer vigil.

more info: **[www.ciw-online.org](http://www.ciw-online.org) (502)-454-3400, ext. 1022**