



NATIONAL CONVERGENCE FOR FARMWORKER JUSTICE!

JOIN THE CIW IN CALLING ON YUM! BRANDS, THE WORLD'S LARGEST FAST-FOOD COMPANY, TO END SWEATSHOPS IN THE FIELDS!

March 11-12 Louisville, KY 2005 Taco Bell Truth Tour: Bringing it Home!

February 28 - March 5

Bringing the boycott to your community!

Farmworkers will leave the fields of Florida for a week-long tour to expose the truth of how Taco Bell and Yum Brands profit from farmworker poverty.

March 6 - March 10

Bringing it to Yum's Backyard!

The Truth Tour hits Louisville for a week of educational events and actions.

Friday, March 11

Bringing it Together!

Conference on Global Justice- Meet with farmworkers, youth, labor, religious, and community activists for a day of skill sharing & movement building.

Saturday, March 12

Mass Demonstration

Join Farmworkers and thousands of their allies outside Yum Brands HQ for a day of music, speeches, theater and more.

WEST

Feb 28 Montgomery
March 1 Memphis
March 2 St. Louis
March 3 Indianapolis
March 4 Chicago
March 5 Chicago

EAST

Feb 28 Atlanta
March 1 Nashville
March 2 Cincinnati
March 3 Cleveland
March 4 Columbus
March 5 Lexington (KY)

WWW.CIW-ONLINE.ORG

239-657-8311

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 country, 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. Yum Brands is the largest restaurant company in the world, larger than McDonald's, and as such has the power to end human rights abuses in its supply chain.

