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**Wethersfield and Rocky Hill, CT COMMUNITY COMES TOGETHER TO SUPPORT WORKERS WITH ACTIONS AT PRICE RITE AND WALMART**

***Communities are Taking Action in Support of Hard-Working Retail Workers with Rallies Targeting Price Rite and Walmart***

(Wethersfield and Rocky Hill, CT ) – Today, the United Food and Commercial Workers International Union (UFCW), Jobs With Justice, and community partners from across **the area** are taking aim at Price Rite and Walmart in efforts to improve the lives of workers in the retail industry. Community leaders and supporters will begin the day of action at Price Rite and then march to a nearby Walmart to call on the retailers to provide better wages, better benefits, and better schedules that these hard-working men and women deserve. The goal of these actions is to raise the standards for workers in the retail industry by calling on companies to become more responsible employers.

The “Change Price Rite for the Better” campaign is part of a regional effort of communities coming together and fighting to improve the lives of workers by highlighting irresponsible employers who must take action to change the lives of workers for the better. The campaign is continuing with a series of coordinated public actions, as well as a targeted social media effort, that will reach out to educate and mobilize communities to support Price Rite employees’ efforts to better their lives.

During this week’s actions, the UFCW, Jobs With Justice, and community allies will handbill Price Rite customers and share a [new petition](https://actionnetwork.org/forms/standing-with-price-rite-workers) in support of Price Rite workers that calls on the company to become a better employer and do what is right for workers. The action will take place at the Price Rite located at **160 Silas Dean Highway in Wethersfield**.

“The time for Price Rite to change is now. I work hard every day to try to have a better life but my coworkers and I struggle to make ends meet. Even though I am available to work full time and request more hours, some weeks they schedule me for as little as 12 hours. My schedule is also unstable with different days and shifts from week to week. Price Rite is hurting hard-working people with low wages, a lack of benefits, and inadequate schedules that make it impossible for us to have come control in our lives or take care of our loved ones,” said Price Rite worker Corey Reed.

Following the Price Rite customer handbilling, the group will march to the nearby Walmart located at **80 Townline Rd.** to protest as part of the “Are You with Us? campaign. The nationwide “Are You with Us?” grassroots initiative calls on Walmart and other retailers to change for the better. This week’s events are part of a series of rallies and actions that will be happening across the country throughout the month of December.

The “Are You with Us?” event in **Rocky Hill** is part of the Making Change at Walmart (MCAW) five-week holiday campaign that is rallying community support to better the lives of Walmart workers and other retail workers across the nation. The area rally will highlight the poverty-level wages, unfair working conditions, and poor benefits that face retail workers at Walmart and other irresponsible retailers all across the area. During the grassroots action, supporters handed out flyers to customers and asked for residents to call Walmart headquarters and pressure the nation’s largest retailer to pay a living wage, provide good benefits, and offer better scheduling to all of its hard-working employees.

**Background**

Price Rite runs 58 stores across eight states and employs thousands of hard-working men and women. Among the many issues affecting many of the workers in the area are low wages, inconsistent scheduling, unpaid sick leave, and other poor employment practices proliferated by stores like Price Rite. The campaign to “Change Price Rite for the Better” is part of regional and national effort to highlight the need for retail companies, like Price Rite, to pay the hard-working men and women better wages, provide better benefits, offer consistent scheduling, and respect on the job. The new Price Rite petition features the worker story of Cory Reed and can be found at: <https://actionnetwork.org/forms/standing-with-price-rite-workers>

The rally in **Rocky Hill** is part of Making Change at Walmart’s national “Are You With Us?” campaign which is set to include rallies, actions, and media campaigns across all 50 states. The “Are You With Us?” initiative will highlight how Walmart and retail workers face poverty wages, erratic schedules, and workplace discrimination, and will ask communities to stand with workers in their fight for better lives.

For more information about the worker campaign and upcoming actions, contact the UFCW press team at 202-466-1591 or [press@ufcw.org](mailto:press@ufcw.org).

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*We are 1.3 million families standing together to build an economy that every hard-working family deserves.*

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