

**FOR IMMEDIATE RELEASE:**

Thursday, June 4, 2009

**CONTACT:**

Denise Bowyer (American Income Life Insurance)  
202-833-2030

**Business Leaders Form New Coalition  
to Support Workers' Rights:  
Business Leaders for a Fair Economy**

*One Thousand Businesses Announce Support of Employee Free Choice Act*

(Washington, DC) — Today a new coalition, [\*Business Leaders for a Fair Economy\*](#), was launched and announced its public support for the Employee Free Choice Act. The coalition was formed to give businesses supportive of workers' rights a voice and to promote employer backing of the Employee Free Choice Act. The national group of employers, entrepreneurs, and business leaders says good-paying jobs create demand for the goods and services they provide, and that when America's workers do well, it leads to a stronger, more sustainable national economy, which benefits companies from Main Street to Wall Street. Already, 1,000 business leaders have publicly endorsed the Employee Free Choice Act.

The coalition is running a full-page ad today in *The Wall Street Journal*, *The Hill*, and *Politico*, and sending a letter to Congress calling for passage of the Employee Free Choice Act. Both are available at the coalition's website [www.FairEconomyNow.org](http://www.FairEconomyNow.org).

A series of events and business roundtables will be held in concert with the coalition in states including Pennsylvania, Arkansas, Colorado and Indiana. In total, representatives from the *Business Leaders for a Fair Economy* coalition are holding more than a dozen events on the economy and unions across the country.

"We believe the Employee Free Choice Act is sound public policy," said Roger Smith, President and CEO of American Income Life Insurance Company and National Income Life Insurance Company, who chairs the new coalition. "As a CEO, I challenge other responsible business leaders to support this landmark legislation. What is good for workers is good for business."

"As a business owner, I believe that workers should have the freedom to bargain with employers for good wages, health care and the opportunity to retire with dignity," said Diana Ortiz, owner of Colorado-based Ortiz Enterprises, LLC, and member of the coalition's advisory committee. "Better wages mean that the whole community has more

money to spend and to build our economy." Ortiz's business was recently named "Small Business of the Decade" by the Pueblo Hispanic Chamber of Commerce.

Business Leaders for a Fair Economy was created to counter the myths and misunderstandings that unions are bad for business. The employers that support the Employee Free Choice Act say a level playing field will create a more sound economy and that when workers and business rise together, it's good for their bottom line. Measures like the Employee Free Choice Act will restore balance to our labor laws and help companies compete in this new and ever-changing economy. Smith affirmed, "A strong, solid middle class that is able to purchase our products and services will allow us to invest in our businesses, hire new employees, and give back to our local communities."

###