



NEWS

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32BJ SHOWS GROWING PRESENCE IN NJ ELECTIONS

– Outreach to Latino Voters and Members Aims to Push Endorsed Candidates over the Top –

Newark, NJ – Known as a political powerhouse in New York where the union has 70,000 members, 32BJ is bringing its strength in New Jersey to the fore this year in a show of power that could affect tight races across the state. Far outpacing past efforts in New Jersey, the union is mobilizing its New Jersey members and spending around \$350,000 for election activity and issue advocacy in the state. This spending and mobilization reflects the growing size of the union, which now represents 10,000 registered New Jersey voters.

“New Jersey’s working families need elected officials in Trenton who will keep their interests at heart,” said Kevin Brown, 32BJ New Jersey Director. “Governor Corzine has been a steadfast leader who has not let tough times jeopardize the well-being of our families.”

Since 32BJ endorsed Governor Jon Corzine for re-election in August, hundreds of union members have been volunteering their time on the campaign. The volunteers, many of them Spanish-speakers, have been visiting thousands of doors in primarily Latino neighborhoods in Camden, Newark, Jersey City, Passaic, New Brunswick, Plainfield and Elizabeth to relay the importance of their votes for the Governor. The union is expecting hundreds of volunteers to reach out to these and other voters in the final days leading up to the election.

“Without Governor Corzine’s support of the prevailing wage law, I wouldn’t have had healthcare coverage when I was battling cancer,” said Maritza Palacios, 32BJ member and cleaner at Newark’s Penn station. “I will be knocking on doors to make sure all my friends and neighbors know what the Governor has done to help New Jersey’s working families.”

32BJ has also been reaching out to its members through phone calls and a series of mailers in both English and Spanish to explain what’s at stake in the election. Nine 32BJ members - commercial cleaners by trade – have taken time off their regular jobs to work full-time on the elections efforts for the past month.

“Our legislature depends on the experience of Assembly Members who understand the needs and the struggles of working families in their districts,” said Brown. “Innovative and ground-breaking programs, like paid family leave and the new job creation tax credit, are a direct result of their leadership.”

In legislative races, 32BJ is working to elect Donald Norcross and Angel Fuentes to the Assembly and to re-elect incumbents in Districts 1, 14 and 36. Through the largest independent expenditure the union has made in New Jersey, swing voters in three of these districts have received 100,000 mailers promoting the incumbents’ work and questioning the strength of their challengers. Additionally, 32BJ members have been volunteering their time to reach out to thousands of voters in these legislative districts.

32BJ has also been part of election efforts coordinated by the Service Employees International Union.

With more than 110,000 members in seven states and Washington, DC, including 8,000 in New Jersey, 32BJ is the largest property services union in the country.

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