

SAMPLE DRAFT PRESS RELEASE FOR SUPPORTIVE INCUMBENTS

October 23, 2006

Local Union Praises Senator *Hansen*

“Senator ***Daniel Akaka’s*** support for America’s working families is evident by his voting record,” said ***Michael J. Wilson***, President of UFCW Local ***4321***. “His votes to raise the minimum wage, for fair trade policies, and for real immigration reform should be known to everyone in our community.”

UFCW, the largest private sector union in North America, represents retail food, food processing, and retail workers, as well as chemical, garment and textile, and distillery workers. “America’s neighborhood union supports issues that support our community,” said President ***Wilson***. “It’s not just good for retail clerks and food processing workers; it’s good for people who work for a living.”

“Instead of having elections decided simply by 30 second commercials, we believe it is important to base support on those elected officials who have supported us. We can show our members in black and white, the crucial votes that Senator ***Akaka*** cast.

The UFCW rated every U.S. Senator and U.S. Representative on the basis of critical issues that were debated in the 109th Congress. While dozens of issues were considered, a final ten issues were presented and analyzed for both the House and the Senate. The UFCW voting record can be accessed through the UFCW website (www.ufcw.org) or by contacting the local union.

SAMPLE DRAFT PRESS RELEASE FOR NON-SUPPORTIVE INCUMBENTS

October 23, 2006

Local Union Criticizes Senator *Hansen*

“Senator ***George Allen’s*** resistance to helping America’s working families is evident by his voting record,” said ***Michael J. Wilson***, President of UFCW Local ***4321***. “His votes against raising the minimum wage, against fair trade policies, and against real immigration reform must be known to everyone in our community.”

UFCW, the largest private sector union in North America, represents retail food, food processing, and retail workers, as well as chemical, garment and textile, and distillery workers. “America’s neighborhood union supports issues that support our community,” said ***President Wilson***. “It’s not just good for retail clerks and food processing workers; it’s good for people who work for a living. That is why it’s crucial that our elected officials support these issues and fight for working Americans.”

“Instead of having elections decided simply by 30 second commercials, we believe it is important to base support on the actual voting record of elected officials. We can show our members in black and white, the votes that Senator ***Allen*** has cast against the workers in this ***district/state*** and all workers across the country.

The UFCW rated every U.S. Senator and U.S. Representative on the basis of critical issues that were debated in the 109th Congress. While dozens of issues were considered, a final ten issues were presented and analyzed for both the House and the Senate. The UFCW voting record can be accessed through the UFCW website (www.ufcw.org) or by contacting the local union.