

Union Member Discount on Union-Made Hawkeye Shirts

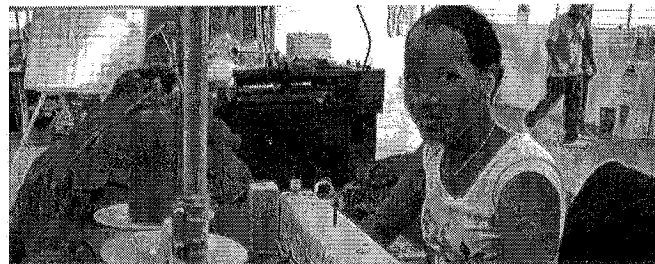


**Look for the Alta Gracia Label:
Union-Made Hawkeye Tees & Sweatshirts Now
Available at the UI Bookstore!**

Background on the Alta Gracia Factory

• Alta Gracia apparel is now being sold at more than 400 colleges; it is the only sweatshop-free, living wage, and union-made brand of collegiate apparel.

• The Alta Gracia factory in the Dominican Republic was formerly run by BJ&B, a company that previously produced for brands like Nike, Reebok and Adidas.



• When workers at BJ&B fought against physical abuse and forced overtime by organizing a union a decade ago, the factory fired 20 union leaders and threatened to shut the factory down. In 2003, UI Students Against Sweatshops and union supporters joined in national campaigns against Nike to demand that BJ&B's union be recognized, which resulted in one of the earliest USAS victories.

• BJ&B then became the first unionized garment factory in the Dominican Republic free trade zones, and a concrete testament to the power of student and worker solidarity. However, after workers organized their union in 2003, brands like Nike and Adidas systematically pulled out orders from the factory, until the factory announced its closure in 2006, laying off 3,500 workers.

• The closure of the factory left the local economy of Villa Alta Gracia completely devastated, leading many single mothers to leave their children and migrate to other countries in search for work.

• A year after the closure of the factory, the Workers' Rights Consortium (WRC; an independent collegiate apparel factory monitoring organization created by student-labor activists) investigated conditions of former BJ&B workers and reported that they were living in dire poverty.



**25% Off all Alta Gracia
Hawkeye apparel**
at the University Book Store
Old Capitol Mall, 201 S. Clinton Street
319-335-3179

In-store coupon only

**[Sale merchandise excluded; may not be combined
with other discounts or promotional offers]**

Expires 12/31/11

• In cooperation with the WRC, Knights Apparel – the largest producer of college-logoed goods in the U.S. – subsequently agreed to re-open the factory, recognize the workers' union, and pay a living wage.

• The success of this experiment in cross-border solidarity will depend on consumers' demonstrated preference for sweat-free, union-made apparel.

Your purchase can make a difference!

**Alta Gracia Hawkeye apparel is also
available on-line at hawkshop.com**

**ISU Alta Gracia Cyclone apparel is
"coming this fall"**