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In Fight for Good Jobs, LIUNA Launches New TV, Radio, Print, Online Ads Urging Congress to Build America so America Works

With 15.3 % Jobless in Construction, Build America Investment Would Help Revive Economy and Leave Behind Real Assets for the American People

Washington, D.C. (January 15, 2009) - LIUNA - the Laborers' International Union of North America released two new television ads "Ready to Work" and "Audra" today calling for an economic recovery plan that turn's our economy around by putting people back to work building the nation's transportation and energy systems and fixing our schoolhouses.

LIUNA's new ads can be viewed at: <http://www.liunabuildsamerica.org/ads>

The ads will air on CNN and MSNBC in the Washington, DC area immediately and will be used in the coming months in targeted areas to fight for increased investment to build America.

In addition to the new television ads, LIUNA will be running print ads in several Capitol Hill papers, radio ads on NPR in DC and web ads on multiple national news sites.

Perhaps the most dramatic display of advocacy is the four-story tall building wrap that is around LIUNA's headquarters at 905 16th Street in Washington, DC – just two blocks from the White House.

"America needs jobs and building America is the best way to create jobs. There's a lot of work that needs to be done and American workers are ready to do it," said LIUNA member Jerry Wickware in the new TV ad, "Ready to Work."



In the ad, "Audra," LIUNA member Audra Middleton tells her story of being laid off the day before Thanksgiving and worrying about paying her bills and house payment. "For us to have a good future, we need American jobs," said Middleton.

"Not only do we have a critical need to create jobs and take care of the basic foundation of our country, but with a President-elect in Barack Obama, who declared himself the "build America President" in an address to LIUNA members last August, we have a once in a generation opportunity to turn those goals into a reality," said Terry O'Sullivan, LIUNA General President. "It is imperative that we not let that opportunity go to waste and that is why President Obama and Congress will be seeing a lot of our "Build America, so America Works" campaign in the coming months."

The first opportunity to promote a build America agenda will come with the economic recovery package that is expected to create jobs by investing in the backlog of crucial transportation and energy projects around the country.

LIUNA believes the U.S. House version of the economic recovery plan “falls far short of needs and fails to fully take advantage of the opportunity to put America back to work building the essential and long neglected basics of our country.”

“With unemployment in the construction industry at 15.3% and 1.4 million construction workers unemployed, it’s a no-brainer to put people back to work, stimulate the economy and leave behind needed, tangible assets for future generations,” said O’Sullivan.

LIUNA notes that the House plan is a step forward but the proposed \$132 billion in funds to build our transportation, energy and education systems is well short of the potential \$250 to \$300 billion that could be invested in ready-to-go projects to create millions of jobs and quickly circulate money throughout communities and the economy.

“There is work to do in America and Americans desperately need work. All that’s missing are the jobs,” said O’Sullivan.

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The members of LIUNA – the Laborers’ International Union of North America – are on the forefront of the construction industry, a powerhouse of workers who are proud to build America.

To learn more about LIUNA’s Build America, so America Works - a long-term effort to make taking care of America’s basics a national priority - go to www.LiunaBuildsAmerica.org.