

## **Press Release**

**Date: May 25, 2010**

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# **Resistance Against SB1070 Escalates: Massive National Mobilization in Phoenix on May 29, 2010 and New Boycott Targets Unveiled**

May 25, 2010 [Phoenix, Arizona] Today national and local leaders announced details for the national mega-march on Saturday May 29th in Phoenix, Arizona and the newest targets of the boycott against SB1070 and hate.

Pablo Alvarado, Executive Director, National Day Laborer Organizing Network, stated, "The eyes of the world are watching and President Obama must act. SB1070 is where we draw the line and say enough is enough. Enough of a disastrous and dangerous 'enforcement first' strategy to immigration reform. Enough to the criminalization of workers and families. We will escalate our struggle if the President does not act concretely and immediately to stop the implementation of SB1070."

On May 29th caravans and buses are mobilizing from as far as Washington DC to Phoenix to repudiate SB1070 and demand the President put words into action. That day there will also be solidarity actions in more than 21 states. Conservative estimates for the march range from 50,000 to 100,000.

Salvador Reza, a prominent local leader and organizer with Puente, Arizona, confirmed the following participants at the march including labor leaders such as: Richard Trumka, President of the AFL-CIO, Dolores Huerta, co-founder of the United Farm Workers, Eliseo Medina,

International Executive Vice President of SEIU as well as politicians such Luis Gutierrez (Illinois, D), Raul Grijalva (Arizona, D), and artists such as Alex Lora of El Tri and Jenni Rivera. The original Mississippi freedom summer organizers will also be present along with other African American leaders.

“Arizona has long been a testing ground of failed enforcement immigration polices like the 287(g) program and Secure Communities that empower local authorities to racially profile and terrorize the community all under the guise of federal immigration enforcement. The federal government helped create his disaster, now it must stop it,” said from Salvador Reza.

On the call Alfredo Gutierrez, co-chair of the Arizona boycott committee and founder of Lafronteratimes.com, announced three new boycott targets in addition to the Arizona Diamondbacks, they include: Anheuser-Busch Bud Light Beer, Tostitos, and Jimmy John’s Gourmet Sandwiches.

Stated, Alfredo Gutierrez, “Arizona’s hate is costing them. The boycott targets announced include those companies that have supported politicians in support of SB1070 and other horrendous civil rights abusers like Sheriff Arpaio. The intensifying boycott will prove that hate is not a boom industry. “ For updates and more information about the boycott visit: [www.boycottarizona1070.com](http://www.boycottarizona1070.com)

For route details of the march, confirmed speaker list, and an event map of solidarity actions throughout the country visit: [www.altoarizona.com](http://www.altoarizona.com)

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