

TEMPLATE UNION LAUNCH PRESS RELEASE

For Immediate Release: [Date]

Contact **[union email address]** for all media inquiries.

[Super]Majority of eligible staff at **[Employer]** form union

Workers at **[description of Employer]** choose to affiliate with **[parent union]**

[City, State of Employer headquarters] On **[day of week]**, **[number]** employees at **[Employer]**, a **[description of nonprofit]**, formed a union. The employees decided to affiliate themselves with **[parent union local]** of **[parent union]**.

[IF YOU HAVE SIGNED UNION CARDS]: As of **[Date]**, **[X – union supporters]** out of **[Y – total eligible staff]** (**Z%** – should be $\geq 70\%$) of eligible staff – a [super]majority – had signed union cards.

[IF YOU HAVE NOT SIGNED UNION CARDS]: In requesting voluntary recognition from **[Employer]**, the union claims that they have an overwhelming majority of support from eligible staff.

The union, **[staff union name]**, has asked management at **[Employer]** for voluntary recognition by **[recognition request date]**.

In a joint statement, the staff that formed **[staff union name]** said:

[1-3 sentences articulating pride in having unionized, a positive vision for the union and the future of the organization, and a belief that unionizing strengthens and furthers the organization's mission]

[OPTIONAL IF STRATEGIC] **[Name]**, a representative of **[parent union local]** said:

[1 or 2 sentences expressing pride in the employees of the organization and interest in working productively with management to secure a sector-leading contract]

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[Staff union name]'s continues a wave of unionization at environmental and other nonprofit organizations throughout the country, including **[relevant examples of unions in other workplaces]**.

[Employer] is headquartered in **[City, State]** [and has offices in **[other cities]**].