MEDIA ADVISORY

Women’s Rights, Workers’ Rights and Racial Justice Advocates to host a #BlackWomensEqualPay Day, #DemandMore Social Media Storm on Tuesday, August 7, 2018 at 2:00 pm ET.

August 7, 2018

Washington, DC – Today, women’s rights, workers’ rights and racial justice advocates will host a social media storm at 2:00 pm ET/11:00 am PT in observance of Black Women’s Equal Pay Day – TODAY, Tuesday, August 7, 2018. Nationwide, Black Women’s Equal Pay Day events are being held online and in person throughout the week and in the coming weeks to raise awareness about the wage gap for Black women, its causes and its policy solutions. Our coalition will use the hashtags #BlackWomensEqualPay and #DemandMore to challenge everyone who supports equal pay for Black women and all women to demand more at work, as a consumer, and at the ballot box. Access the coalition toolkit and learn more about the gender wage gap for Black Women at www.blackwomensequalpayday.org.

WHAT: Black Women’s Equal Pay Day Coalition Social Media Storm

WHEN: TODAY, Tuesday, August 7, 2018 at 2:00 - 3:00 pm ET/11:00 am - 12:00 pm PT

WHERE: Twitter, Facebook, Instagram, and Snapchat using hashtags #BlackWomensEqualPay and #DemandMore.

BACKGROUND

Each year, Equal Pay Day is held in April, but when we look at the wage gap for women of color, the gap is far greater. When compared to all men, women are paid $.80 (cents) on the $1. When compared to White, non-Hispanic men, Black/African American women are paid only $.63 (cents) on the $1. This means the typical Black woman must work until August 2018 to be paid what the typical White man was paid at the end of December 2017. Despite being one of the most educated and civically engaged groups in America, Black women’s earnings also lag behind those of Black men and White, non-Hispanic women, underscoring the intersectional impact of gender and race on the wage gap.

There are many contributors to the wage gap, including employment discrimination, gender and race-based bias, lack of pay transparency, an inadequate minimum wage and tipped minimum wage, unfair workplace practices, lack of affordable child care, lack of quality public education system, a dismantling of organized labor, and inadequate access to capital.
On this #BlackWomensEqualPay Day, in this critical year for our nation and at this pivotal moment for democracy, Black women nationwide are demanding more for their contributions, their dollar and their vote. They are demanding tangible solutions from their employers, from the business community, and from elected officials at the local, state and federal level for addressing each of the contributors to the gap.

And as has always been the case, the beneficiary will not only be Black women and families, but all women and the American family. And so we call on everyone who supports equal pay to demand more as well.

Questions or need a contact? Email info@blackwomensequalpayday.org.

CO-SPONSORS: As of this writing, the social media storm is co-sponsored by the following organizations. This list will be updated throughout the day at www.blackwomensequalpayday.org.

9to5 @9to5org
9to5 Wisconsin @9to5WI
A Better Balance @ABetterBalance
Alianza Nacional de Campesinas @campesinasunite
American Association of University Women @AAUW
American Civil Liberties Union @ACLU
Black Career Women's Network @bcwnetwork
Black Women's Roundtable @ncbcp_bwr
California National Organization for Women @CaliforniaNOW @canow
California Women's Law Center @CWLC_la
Catalyst @Catalystinc
Center for American Progress @CAPWomen @amprog
Chicago Foundation for Women @chifdn4women
Coalition of Labor Union Women @CLUWNational
CT Women's Education and Legal Fund (CWEALF) @PaidLeaveforCT
Demos @Demos_Org
Diversability @diversability
Equal Pay Today @equalpay2dayorg
Equal Rights Advocates @equalrightsadv
Family Values at Work @FmlyValuesWork
Feminist Majority @femmajority
Friends of the Delaware County Women's Commission @DelcoFOWC
Futures Without Violence @WithoutViolence
Gender Justice @GenderJustice
Higher Heights for America @HigherHeights
In Our Own Voice: National Black Women's Reproductive Justice Agenda @BlackwomensRJ
Institute for Women's Policy Research @IWPResearch
Labor Council for Latin American Advancement (LCLAA)@lclaa
Labor Project for Working Families @LaborProject, @CJLaborPolicy
Lady Parts Justice League @lpjleague
Latina Circle @thelatinacircle
Lawyers' Committee for Civil Rights Under Law @lawyerscomm
Leadership Conference for Civil and Human Rights @civilrightsorg
Legal Aid at Work @Legalaidatwork
MomsRising and MamÁ¡sConPoder@MomsRising @MamasConPoder
Movement Advancement Project @lgbtmap
MS Foundation @msfoundation