Dear Friends and Supporters of the BCTGM Nabisco Mexican-made product boycott,

As we tour around the country and personally meet leaders of labor and other social activist organizations, we are constantly asked “what can we do to continue to push the message of this BCTGM boycott of Nabisco Mexican-made products? ”. You all have done so much for the cause so far and the ongoing success of this boycott reflects the efforts each of you and your organization’s membership have contributed to the effort. We are gaining ground and the message is taking hold. But there is still much to do in order to convince this 35-billion-dollar corporation that their business plan of shipping jobs across borders and delivering those previous U.S. made products back to the very communities and indeed the very people they just laid off will not work any longer. So, we continue to create new ways of passing the message onto consumers everywhere.

We are ready to launch a new 30 second call-to-action video on July 12th on Facebook and Twitter. We want to spread the word via this short video as far and wide as possible and we are asking for your help. We wish to call our launch of the video our “Nabisco Mexican-made Product Boycott Digital Demonstration” and ask each of you to be part of it by retweeting our message on that day to your twitter followings. Already many of your organizations have sent out our messages over your New Media platforms and it is working. We would ask that you consider joining us once again on the 12th of July to retweet our message and video to your lists on that day. Our collective action on a single day will send a strong message to this employer as well as continuing the education of consumers across the country.

This letter has been sent to those organizations we have visited and spoke to in the last three weeks as well as others who have reported on and/or supported our ongoing efforts. The Nabisco600 Team has been at 30 speaking events all across the country thus far and have addressed organizations with collective membership numbers that exceed five million. We know this “Digital Demonstration” can have an enormous impact. Please join us on that day by RSVPing to us at Nabisco600@bctgm.org by sending us your organizational Twitter handle and the phone number and email address of the media person in charge of the account.

On the 12th of July we will “tweet” you our message to be “retweeted” to your followers. It will come from our Twitter account @BCTGM\_Nabisco.

Many thanks for your ongoing support and dedication to this campaign to fight the outsourcing of American jobs. Together we have made a difference and together we will prevail in this effort. Thank you for considering this request to have your organization participate in the “Nabisco Mexican-made Product Boycott Demonstration” on July 12th.

Ronald Baker – Bakery, Confectionery, Tobacco Workers and Grain Millers, International Union