

## **Trajabajadoras: Latina Equal Pay Isn't About Lack of Hard Work**

**Rochester, New York Latina Equal Pay Day**

**Online campaign and Press Tour**

**Thursday, October 29<sup>th</sup> from 10am-5pm**

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### **Rochester leaders accept the challenge to identify #Trajabajadoras, hard workers, to bring awareness to Latina Equal Pay Day.**

Rochester, New York—

Latina Equal Pay Day -- the day when Latinas pay catch up to that of white, non-Hispanic men from the previous year -- is being observed on October 29, 2020. More than 50 years after the passage of the Equal Pay Act of 1963, Latina's typically earn only 55 cents for every dollar earned by white, non-Hispanic men and must work nearly 23 months to earn what white men earn in 12 months. This disparity hurts not only Latinas, but also the families and communities they support.

Latina Equal Pay Day provides a unique opportunity to stimulate dialogue on the impact of systemic economic disparities with a focus on Latinas and possible solutions.

In New York, the number is 55 cents for every dollar, which is especially egregious because our overall gender wage gap is 82 cents. To date, Latinas face the largest wage gap in the country which has made them particularly vulnerable during the economic crisis caused by the COVID-19 pandemic. The Pay Equity Coalition of Rochester wants to remind the community that these disparities are not about work ethic. Therefore, the coalition has decided to ask the community to highlight trajabajadoras, hard-workers on October 29<sup>th</sup> from 10am-5pm.

We hope you can help amplify this critical issue and share your ideas:

- Post on social media and Tweet with us
  - Post images, quotes and videos regarding your thoughts on Latina Pay Equity. Use hastags #LatinaEqualPay and #EqualPayNY and #Trajabajadoras so we can follow!
  - Be a part of the National Twitter storm from 2-3pm on the 29<sup>th</sup> using Hashtags: #LatinaEqualPay and #EqualPayNY and #Trajabajadoras and don't forget [@payequitycoali1](https://twitter.com/payequitycoali1)
- Spread the word! Share the Latina Equal Pay Day activity with your Networks.
- Tag and identify Trajabajadoras (Hard workers).
  - Use the online challenge:
    - Equal Pay isn't about lack of Work Ethic. Here are some Trajabajadors I know..... (Tag friends). Tag you are it! Help spread the message. Identify other hard workers, who show up every day and statistically still don't make the whole dollar. #LatinaEqualPayDay

More data and news media is at [PayEquityCoalition.com](https://PayEquityCoalition.com) and [@payequitycoali1](https://twitter.com/payequitycoali1)

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