

**THE WOMEN'S
FOUNDATION
OF COLORADO**

www.wfco.org

*Give the money
to spread the knowledge
to power the change
to alter the future
for women and girls
in Colorado.*

NEWS RELEASE
FOR IMMEDIATE RELEASE

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**Equal Pay Day 2009 is April 28;
Rally and Press Conference to be held at the Capitol at noon**
*Join supporters on the west steps of the Capitol and
wear RED to symbolize how far women and minorities are "in the red" with their pay*

DENVER, COLO. (April 14, 2009) — The annual Equal Pay Day Rally and Press Conference will be held Tuesday, April 28 at noon on the west steps of the Capitol Building. This date symbolizes how far into the new year women must work, on average, to earn as much as a man earned the previous year; Tuesday is the day on which women's wages catch up to men's wages from the previous week.

Supporting organizations including 9to5 National Association of Working Women Colorado, The Women's Foundation of Colorado, Colorado Women's Chamber of Commerce, University of Denver Women's College, American Association of University Women, Women's Vision Foundation, Colorado Coalition of Gender & Information Technology, Junior League of Denver, The Latina Initiative, The National Council for Jewish Women, Colorado Federation of Business and Professional Women, Denver Women's Commission, Women's Lobby of Colorado and The White House Project are joining together to encourage supporters to come to the Capitol building, between East 14th and East Colfax avenues in Denver, and wear RED to symbolize how far women and minorities are "in the red" with their pay.

Linda Meric, national director of 9to5, National Association of Working Women, will kick off the rally. Speakers will include Senator Evie Hudak and Representative Sara Gagliardi, sponsors of the 2009 legislative Equal Pay Day resolution, along with local experts, advocates and Colorado women who have experienced pay inequities. The event will also spoken word, poetry and music.

After more than 45 years of equal pay laws, the salaries of Colorado women still lag about 20 percent behind men. For women of color, the pay gap is even worse.

Equal Pay Day was started by the National Committee on Pay Equity in 1996 as a public awareness event to illustrate the gap between men's and women's wages. On Equal Pay Day 2009, Colorado activists and legislators will speak out about the pay gap problem, diverse strategies to solve the problem and actions underway now and planned for the future to close the pay gap.

9to5, National Association of Working Women

9to5 is an inclusive national membership organization of low-wage women working to improve workplace policies, end discrimination and strengthen the safety net. 9to5 Colorado is 9to5's largest chapter. 9to5's Colorado-based National Director Linda Meric served on the Colorado Pay Equity Commission and was at the White House for President Obama's signing of the Lilly Ledbetter Fair Pay Restoration Act earlier this year. For more information visit www.9to5colorado.org or call 303-628-0925 or 1-800-522-0925 outside metro Denver.

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The Women's Foundation of Colorado

Think Big. Be Bold. Make Change. This is **The Women's Foundation of Colorado's** mission. Since 1987, The WFCO has invested millions in nonprofit organizations throughout the state to dramatically change the lives of Colorado's women and girls. Through research, education, advocacy and collaboration, The WFCO sets the agenda and leads systemic change, creating greater opportunities for women and girls to succeed in the 21st century economy. The goal of the foundation is that every woman in Colorado is economically self-sufficient, and every girl in Colorado is on the path to economic self-sufficiency in adulthood. We believe that changes in public policy will have the greatest impact in assisting women in their efforts to achieve economic self-sufficiency. For more information visit www.wfco.org or call 303-285-2960.

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