



# NEWS

**Service Employees International Union**  
**FOR IMMEDIATE RELEASE**

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## **32BJ KICKS OFF 2010 STATE ELECTION WORK IN THE BRONX**

*– 32BJ Announces Nearly A Dozen Bronx Endorsements in State Senate and Assembly Races–*

**New York, NY**—32BJ SEIU, the largest private-sector union in New York, today announced the launch of its on-the-ground election efforts, in which members will begin working full-time on a membership voter outreach campaign, including phone banking, door-to-door canvassing and other member mobilization in support of the 32BJ’s endorsed candidates. In addition, the union is announcing endorsements for 11 Bronx-based state Senate and Assembly candidates and for New York’s two incumbent US Senators.

“32BJ is committed to supporting candidates who will make New York a state that works for working people,” said Mike Fishman, 32BJ President. “Working families can count on these leaders to stand up for them in Albany.”

Leading up to the primaries, 32BJ members will be working around the clock to talk to members about endorsed candidates, the importance of this year’s election and to recruit volunteers to speak to voters in their neighborhoods.

“Politics plays a very important part in the lives of working people,” said Rosa Cortes, a cleaner at Madison Square Garden and 32BJ member for 5 years. “We’re ready to hit the streets to support candidates who will fight for us in Albany.”

With 70,000 members in New York, 32BJ is known for its strength in mobilizing members and voters to support endorsed candidates. During the 2008 state elections, hundreds of members volunteered to speak with voters about the union’s endorsed candidates. In recent years, 32BJ has strengthened its political endorsement program by putting resources toward door to door campaigns as well as mailers, phone banking and other independent expenditure to reach voters.

The union has previously announced endorsements of Senator Schneiderman for Attorney General, Tom DiNapoli for Comptroller, Gustavo Rivera and Assemblymen Gianaris and Espaillat for state Senate, and Edward Braunstein, Aravella Simotas and Francisco Moya for state Assembly. The union also previously announced the endorsement of Congresswoman Maloney for re-election.

This election work is part of 32BJ’s “State that Works” program - a policy agenda focused on creating good jobs and an affordable state through economic development, contracting and tax abatement programs.

With more than 70,000 members in New York, 32BJ is the largest private-sector union in the state.

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