



September 3rd, 2009
For immediate release

2009-2010 Programming Launch:
**The Coalition Increases Its Efforts to Get
Pay Equity Legislation for the Private Sector**

On the launch of their upcoming programming, Marilyn MacCormack, chairperson of the NB Coalition for Pay Equity affirms that “The Pay Equity Act of 2009 for the public sector is just the beginning of what needs to happen in 2009-2010 for us to see Pay Equity become a reality for New Brunswick.”

“This year is an important one”, states MacCormack, “with an upcoming provincial election, the newly passed law for the public sector and the potential to reach many more through legislation in the private sector” she continues. MacCormack stresses that, “seventy percent of working women are employed in predominately female jobs and many of these same women work in the private sector. This is why legislation in the private sector is essential,” she urges.

Among the events planned for the fall, are workshops, a theatrical tour, regional committees, a newly renovated website with the addition of Twitter, and activities highlighting Pay Equity Day on November 29th, 2009 and International Women’s Day on March 8th, 2010.

“Is there a hole in your paycheck” workshops will be taking place across the province, giving individuals working in predominately female jobs, pay equity tools that they can use to gain a better understanding of how the process works, and how they may evaluate their job and promote pay equity. Workshops are being held in the following locations:

- September 22nd – Fredericton (English)
- October 14th – St. Stephen (English)
- October 21st – Fredericton (English)
- October 27th – Bathurst (French)
- October 29th – Dalhousie (French)

- November 3rd – Miramichi (French)
- November 9th – Caraquet (French)
- November 24th – Edmundston (French)
- November 26th – Woodstock (English)

“We don’t work for peanuts” (a pay equity themed play by Moncton Sable) will be touring the province, presenting in high schools, community colleges and universities on the following dates:

- French tour from October 5th to 9th, November 9th to 13th, and November 16th to 20th
- English tour from February 8th to 28th 2010.

Regional committees’ activities across the province have already resumed, and work continues to focus on legislation for the private sector.

Activities to highlight **Pay Equity Day 2009** and International **Women’s Day 2010** are also planned.

The NB Coalition for Pay Equity’s website has recently undergone a complete renovation and was re-released during the summer of 2009. The new version of the site contains more information and a new look. “As we look ahead to the future”, Marilyn MacCormack states, “We are seeking ways to use current technologies, to help us spread information and news about Pay Equity. This is why during the summer of 2009, The NB Coalition for Pay Equity created a Twitter page and updates it regularly,” she explained.

The Coalition’s website: www.equite-equity.com,

The Coalition on Twitter: www.twitter.com/Coalition4PENB