



**ISLE CITY OF ALAMEDA BPW  
COLLABORATES WITH LOCAL  
BUSINESSES TO RECOGNIZE**

**EQUAL PAY DAY**

**TUESDAY, APRIL 28, 2009**

Isle City of Alameda BPW, celebrating its 50<sup>th</sup> anniversary this year, is mobilizing with Alameda businesses to recognize **Equal Pay Day** on **Tuesday, April 28, 2009**, to raise awareness about the continuing wage gap between men and women. This date means that what a man earned in 2008, it took a woman all of 2008 and up to April 28, 2009, to earn "equal" pay *for the same job*. On average, women are still paid 77 cents for every dollar paid to men for the same position.

We urge you to patronize the following merchants in support for Equal Pay as they are offering special discounts to women customers on April 28:

**Julie's Coffee & Tea Garden**

*23% off drinks for women wearing red, plus free "red tea" tasting all day.*

**Urban Forest**

*23% off storewide for women*

**Forbidden Island**

*\$1 off drinks for women*

**Armstrong & Hedges LTD, Travel from a Woman's Point of View**

*77 Euro price savings on Fall Paris Tour (Oct. 27 – Nov. 3, 2009)*

*[www.teagardentravel.com](http://www.teagardentravel.com)*

**Daisy's**

*23% off all lotions and bath items*

**Marti's Place**

*free coffee for women all day*

**Feel Good Bakery**

*special discount for women on select items*

**Tuckers Ice Cream**

*free baby cone with purchase of a single scoop or more*

**Alameda Natural Grocery**

*special discount for women on select items*

**Equal Pay Day Special Lunchtime Event**

***A Woman's Guide to Money Matters***

Presented by Deb Knowles of Edward Jones

Date & Time: April 28 at noon

Location: 1336 Park Street , Suite D, Alameda

RSVP: (510) 749-0403 (seating is limited, reservations a must)

*Complimentary Portfolio Review for those who attend or respond to this offer on Equal Pay Day. Bring your lunch or enjoy a light lunch provided during the informal session.*

**Challenge to Yourself and Your Friends:**

Get creative and see how many of these merchants you can visit in one day! Show your gratitude to these merchants by shopping at their businesses on April 28 (and beyond). Thank you.

Possibilities: Breakfast at **Marti's**, morning coffee run to **Daisy's**, lunch at **Edward Jones**, Afternoon Tea at **Julie's**, book that trip to Paris with **Armstrong & Hedges** (you know you want to!), Happy Hour at **Forbidden Island**, Mother's Day shopping at **Urban Forest**, grab dinner items at **Alameda's Natural Grocery** and **Feel Good Bakery**, and grab some ice cream for dessert at **Tucker's**. See, you *can* do it! Let us know where you went on April 28 by e-mailing us at [isle\\_city@yahoo.com](mailto:isle_city@yahoo.com).

Additionally, we ask residents and merchants on April 28<sup>th</sup> to wear **RED** because women are "*in the red*" when it comes to pay equity and/or to pin a dollar bill to their shirt or lapel in solidarity for equal pay (see image above).

To learn more about Equal Pay Day visit either [www.bpwusa.org](http://www.bpwusa.org) or the website of the National Committee on Pay Equity ([www.pay-equity.org](http://www.pay-equity.org)).

*Founded in 1919, Business and Professional Women/USA is a multi-generational, nonpartisan membership organization which promotes equity for all women in the workplace through advocacy, education and information. Established as the first organization to focus on issues of workingwomen, BPW/USA is historically a leader in grassroots activism, policy influence and advocacy for millions of workingwomen*

*Thank you*