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## 2017 “Walmart’s War on the Holidays” Campaign to Launch Today

*MCAW campaign calls on Walmart to do what is right and pay its  
workers holiday pay*

**Washington, D.C.** – Today, Making Change at Walmart (MCAW), a project of the United Food and Commercial Workers (UFCW) international labor union, launched a new initiative to highlight Walmart’s “War on the Holidays” and its failure to pay its hard-working employees holiday pay.

The six-week national campaign will include a series of coordinated grassroots actions, targeted paid media, and an aggressive social media effort to highlight Walmart’s failure to do what every responsible employer does – pay its workers holiday pay, especially those who must work on special days, like Thanksgiving.

“Walmart’s ‘war on the holidays’ is real. When you refuse to pay holiday pay, when you all but force countless of workers to work on Thanksgiving Day AND Black Friday without any holiday pay, you are taking money out of their pocket.” says MCAW director Randy Parraz.

As part of the initial phase of the MCAW “Walmart’s War on Holidays” campaign, which will focus on Black Friday and Thanksgiving shoppers, a series of coordinated grassroots and media actions will be held in 7 cities across 6 states, including Martinez, CA; Phoenix, AZ; Arlington, TX; Chicago, IL; and Dover, DE.

“Walmart hopes that America will forget it doesn’t pay holiday pay to its workers, and that countless of its workers have essentially no choice but to work on a holiday without getting paid extra for their sacrifice. This holiday season, all across the country, we plan to remind America who and what Walmart truly is.” concludes Parraz.

MCAW’s holiday campaign will continue throughout the year with an aggressive digital campaign that includes social media, email blasts, info-graphics, videos and photo stories, in addition to an online [petition](#). The campaign will also have actions at Walmart locations throughout the country demanding holiday pay.

As part of the “Walmart’s War on Holiday’s campaign, MCAW will release a new 2017 ad campaign Tuesday that will specifically target America’s families during the week of Thanksgiving.

Background:

Up until 2015, Walmart workers were [eligible](#) for holiday pay [equal to](#) the average daily wage in the 12 weeks leading up to the holiday, but in 2016, Walmart [changed](#) its policy and eliminated holiday pay.

Many UFCW-represented workers are paid every holiday, whether they work the day or not. And some members who work on a holiday receive holiday premium such as pay plus time and a half.

For more information on MCAW or Walmart's War on the Holidays, visit [changewalmart.org](http://changewalmart.org).

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