

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**

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## ***Ahead of Joint Address, Paid Leave Campaign Announces \$6 Million Joint Media and Organizing Push***

*New \$6 Million Ad Buy and Investment in Organizing Shows Momentum for Passing Permanent, National Paid Family and Medical Leave Policy*

**Washington, DC** — [Paid Leave for All](#), the national campaign fighting for paid family and medical leave for all working people, announced with its members a new \$6 million paid media and organizing effort ahead of President Biden’s American Families Plan announcement, doubling down on its commitment to passing a permanent, national paid family and medical leave policy. A number of the collaborative’s member groups are contributing to the initiative, including Family Values @ Work, Main Street Alliance, MomsRising, the National Partnership for Women & Families, Paid Leave for All Action, and Paid Leave for the United States (PL+US). The first cable ad in a series of buys launches this week featuring a [small business owner in Virginia](#).

“We applaud President Biden and this Administration for committing to creating a permanent, national paid leave policy and the legacy that will leave,” **said Dawn Huckelbridge, Director of Paid Leave for All.** “This is a rare, historic opportunity to establish a long overdue economic policy and deliver critical relief to all working Americans. Paid leave must be treated as an economic and infrastructure imperative in our efforts to build back better — and that’s why we’re doubling down on our campaign to ensure that all workers have access to paid leave.”

*“As we look to support small businesses from rescue to recovery, a paid leave foundation will be critical to leveling the playing field for retention and recruitment, getting money in customers’ pockets, and supporting our small business economy,”* **said Executive Director for the Main Street Alliance Stephen Michael.** *“We must invest in our care infrastructure to support small businesses, which is why a majority of small business owners support paid leave.”*

*“Paid family and medical leave is a real, lasting investment in the future of the country that will boost long-term economic growth and positively transform the way working families return to work in the wake of the COVID-19 crisis,”* **said Molly Day, interim Executive Director of Paid Leave for the U.S. (PL+US).** *“We couldn’t be more excited about President Biden’s historic proposal on paid family and medical leave and we look forward to lifting up the grassroots army of working people, parents, and business and community leaders who have his back in this fight.”*

*“We’re excited to build power among constituents who lack paid leave, who are letting their Members of Congress know the enormous cost of inaction and the urgency for creating a national program that is inclusive and equitable,”* **said Sade Moonsammy, Interim Director of Family Values @ Work.** *“Our diverse communities of activists are fighting to be sure that everyone can be there for a loved one, no matter where they live or work or who they love.”*

*“The Biden-Harris administration has its finger on the pulse of what the country needs, now and as our economy recovers. Paid family and medical leave is essential to a just recovery and a robust care infrastructure, and to overcoming the structural racism that is pervasive today,”* **said MomsRising Senior Vice President Ruth Martin.** *“A comprehensive, permanent paid family and medical leave program will boost moms, families, businesses, and our economy while advancing gender, racial, and economic justice. Working people shouldn’t have to choose between their lives and livelihoods.”*

*“For the past twenty-eight years, the National Partnership has fought to ensure workers who take family and medical leave don’t have to miss a paycheck to care for themselves or a loved one. Now President Biden has the opportunity to enact a policy that is so desperately needed by all families and workers after the pandemic,”* **said Debra Ness, President of the National Partnership for Women & Families.** *“We are committed to doing everything we can to finally build an economy that works for families, caregivers and workers.”*

**Ahead of President Biden’s remarks, the campaign is launching a \$6 million paid media and grassroots effort as part of a dedicated drive to pass a permanent, national paid family and medical leave policy through Congress before the end of 2021.** This buy will be spent on national cable and digital

*advertisements and coordinated field actions to elevate the importance of enacting an inclusive paid leave policy and maintaining the already strong momentum for getting this essential investment over the finish line.*

*The campaign and ad buy come amid growing calls in recent weeks for leaders to go bold on investing in our national care infrastructure to adequately support America's families. Leaders and advocates from [both sides of the aisle](#) along with [hundreds of business leaders](#) have called on the Biden Administration and Congress to make the long overdue investment in a comprehensive, inclusive national paid leave policy. Paid Leave for All and its member groups have outlined the path forward for paid leave at press briefings, and joined with partners in the #CareCantWait coalition to call for investment in our national care infrastructure with a [banner campaign](#) reading "Care is infrastructure" modeled after traditional green highway signs posted near major infrastructure landmarks across Washington, D.C. Earlier this month, House Democrats pledged to include paid family and medical leave in forthcoming recovery and infrastructure legislation in [a letter](#) to Democratic members of the House Ways and Means committee.*

*The Paid Leave for All campaign steering committee includes 9to5, A Better Balance, American Sustainable Business Council, Black Women's Roundtable, Caring Across Generations, Center for American Progress, Center for Law and Social Policy, Center for Popular Democracy, Family Values @ Work, Jobs With Justice, Labor Project for Working Families, Main Street Alliance, MomsRising, NARAL Pro-Choice America, National Partnership for Women & Families, NAACP, Paid Leave for the United States(PL+US), Poder Latinx, ROC United, SEIU, The Arc of the United States, the Center for Economic and Policy Research, TIMES UP, United for Respect, and ZERO TO THREE.*

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*The Paid Leave for All campaign is a growing collaborative of organizations fighting for paid family and medical leave for all working people. Learn more about Paid Leave for All [here](#).*

