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Releases

Fight for $15 Minimum Wage Campaign Launches New BC Election Video

Vancouver – With the provincial election just seven months away, the BC Federation of Labour is releasing a new 30-second video today urging voters to elect a government that will implement a $15 per hour minimum wage for all workers.

The video highlights the financial challenges faced by minimum wage workers who earn less than $20,000 per year and identifies a simple solution: raise BC's minimum wage to $15 per hour.

Nearly half a million British Columbians—one out of four workers in the province—earn less than $15 per hour. The majority are women and 81% are 20 or older.

"Our Fightfor15BC.ca campaign will improve living standards for hundreds of thousands of workers and their families," says BCFED President Irene Lanzinger. "It's a key element in a concrete poverty reduction strategy to address the widening gap between rich and poor in BC."

While BC has the highest cost of living in the country, the province's current $10.85 minimum wage is at the bottom of the table in Canada and leaves workers more than $5,000 below the poverty line.

The video will run on social media networks including Facebook and Instagram. At the end of the video viewers are encouraged to sign the petition.

To view the video, click here or see below: