



MEDIA ADVISORY FOR:
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600 families suffering at Rio Tinto's mine in Boron, CA will air radio ads during Dodgers baseball games

LOS ANGELES – Nearly 600 families thrown out of work by the British-based mining goliath, Rio Tinto, announced plans to air radio advertisements beginning at today's Dodgers baseball games. The 30-second ads will focus attention on Rio Tinto's cruelty and corporate greed that has been punishing families, communities, and businesses in California's High Desert since January 30, 2010. The foreign-owned firm locked-out nearly 600 workers after families objected to company demands to convert full-time jobs into part-time, temporary, or outsourced positions paying little or no benefits.

The advertisements use good humor to make a serious point about suffering inflicted by the British-owned firm that operates one of the world's largest borate mines in California's Mojave Desert, 100 miles northeast of Los Angeles. The ads are sponsored by the [Los Angeles County Federation of Labor, AFL-CIO](http://launionaflcio.org) which represents over 800,000 working families in Southern California. The ad can be downloaded and heard by using the link below:

<http://launionaflcio.org/fullstory/?id=1298>

Today's ad campaign marks an escalation by families and business owners who have been calling on Rio Tinto to end the harmful lockout, and reach a fair agreement with families that will protect good jobs and community businesses.

On Friday, April 16, thousands of supporters and locked-out family members gathered in front of the British Consulate in Los Angeles to protest the company's 3-month lockout. Police estimated that nearly 1000 families and supporters surrounded the British Consulate in Los Angeles. A convoy of cars from the High Desert convened with a fleet of Teamster trucks to surround the Consulate. Similar events were held on the same day in San Francisco, Seattle, Vancouver, British Columbia, Salt Lake City, and Boston.

On Thursday, April 15, locked-out miner Dave Irish spoke at Rio Tinto's annual shareholder meeting in London where he called on CEO Tom Albanese to end the lockout and reach a fair settlement with families.

One week later, locked-out miner, single mother, and Operation Desert Storm veteran Terri Judd, travelled to Melbourne, Australia where she went to the company's headquarters with hundreds of supporters to call for an end to the lockout.

"Rio Tinto is a global mining goliath that's trying to starve our families, hurt our communities and damage local businesses because we're standing up for good jobs," said Kevin Martz, who operated heavy equipment at the mine until the company locked him and nearly 600 co-workers out of work on January 31. The company then hired out-of-state temporary replacement workers, causing problems with production, quality, and safety issues since the lockout.

Rio Tinto is one of the world's largest mining companies with a history of human rights abuse around the globe. U.S. government officials are currently investigating charges that the company's lockout in Boron is illegal. Resident in New Guinea are suing Rio Tinto in U.S. Federal court for serious human rights violations that led to the deaths of residents on the island of Bougainville.

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