



****MEDIA ADVISORY****

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UFCW LOCAL 7 UNVEILS BILLBOARDS TO MEMORIALIZE SIX JBS WORKERS THAT DIED FROM COVID-19; INVITES FAMILIES AND COMMUNITY MEMBERS TO JUNE 28TH MEMORIAL

The Two Billboards In Greeley Are a Tribute to the Six Local 7 Members Employed by JBS Who Died From COVID-19 While Serving as Essential Workers During the Pandemic.

DENVER – The United Food and Commercial Workers Union Local 7 will commemorate the six JBS workers who died from COVID-19 following an outbreak at the Greeley meat processing plant with two billboards and a memorial event on Sunday, June 28th.

The two billboards in Greeley, located at 8th Ave s/o D ST (HWY 85 BUS) WS NF and HWY 34, .1 mile w/o HWY 85 @ MP 112.61 NS EF, have been up and viewable to the public as of Thursday, June 18th.

To honor their lives, Local 7 invites the families and friends of the deceased, union members, and local community members to join together on Sunday, June 28th, for a drive-by procession to honor the lives of these essential workers.

WHAT: UFCW Local 7 will memorialize six union members, essential workers at JBS, that died from COVID-19:

- [Saul Longoria Sanchez](#)
- [Tibursio Rivera López](#)
- [Eduardo Conchas de la Cruz](#)
- [Way Ler](#)
- [Daniel Avila Loma](#)
- [Tin Aye](#)

WHO:

Remarks will be provided by UFCW Local 7 President Kim Cordova, family members of the deceased, and Greeley community leaders, among others.

WHEN:

Sunday, June 28, 2020

Remarks: 11:30 am - 12:00pm MT

Caravan: 12:00pm -1:00pm MT

WHERE:

The social distance gathering and remarks will begin at the UFCW Local 7 Headquarters (1006 9th Ave Greeley, CO) afterwards the caravan will make its to the two billboards located at 8th Ave s/o D ST (HWY 85 BUS) WS NF and HWY 34 and HWY 34, .1 mile w/o HWY 85 @ MP 112.61 NS EF

Route breakdown below:

- Starting at the Union Office 1006 9th Ave.
- 11th St. West to 11th Ave
- 11th Ave North to H St.
- H St. East to 8th Ave Bus.85
- 8th Ave South to 22nd St.
- 22nd St. East to Hwy 85
- Hwy 85 South to Hwy 34
- Hwy 34 West to end at Intersection of Hwy 34 and 11th Ave.

MEDIA RSVP Form Here: <https://forms.gle/guYXyxJNy5vtrQkd7>

We respectfully ask that all participants and media practice social distancing during this event.

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Local 7 is the largest private-sector Union in Colorado and Wyoming. It is affiliated with the United Food and Commercial Workers International Union which represents over 1.3 million workers in the United States and Canada, one of the largest private sector Unions in North America. UFCW members work in a wide range of industries, including retail food, food processing, agriculture, retail sales, and health care.