

BUSINESS SUPPORT FOR THE ERA

The ERA Task Force AZ has assembled a list of businesses, local or otherwise, who support the Equal Rights Amendment. Arizona could be pivotal in becoming the 38th and last state needed to pass this historic Constitutional Amendment giving women long sought constitutional equality. Business should be especially favorable to the ERA because as the Economist estimated in 2018 advancing women's equality could add \$12 trillion to the global GDP by 2025. Here in the U.S., it's between a \$2.1 trillion and \$4.3 trillion addition to the country's GDP in the next decade. If every state and city made progress toward gender parity, they could add at least 5% to their own economies. Half of U.S. states can add more than 10%. No wonder U.S. Treasurer Rosie Rios says, "It is not a gender issue, it's about the economy."

As the National Partnership for Women and Families reported, there is a \$7,029 wage gap in Arizona. Arizona women who are employed full time lose nearly \$6 billion dollars every year due to the wage gap. The gap in Arizona ranges from 81 cents per dollar for Asian women to 46 cents per dollar for Native American women. It's not only unfair, it's bad for the economy, for business, and for families

Please help by listing your business as one of those that supports the ERA. Please send an email saying you support the ERA and what contact information you would like with your business name to erataskforceaz@gmail.com. We will put the website link or phone number on our website and social media, and we can supply handouts for your counter, rounds or stickers for their window, presentations to your staff or whatever other support you would like. Thank you.