



Center for
Family Life
in Sunset Park
SCO Family of Services



Media Advisory

For Immediate Release

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New Yorkers Own It!

New guide explains the ABCs of worker cooperatives: What they are and how to join or start one

One worker, one vote! That's the motto of worker-owned businesses—called “worker cooperatives”—all over the world. What sets worker co-ops apart from other businesses is their ownership and decision-making structure: every worker is also an owner, and has a say in how the business operates. For low-wage earners and people who work unstable jobs, having decision-making power over wages and working conditions is especially important.

The Center for Urban Pedagogy (CUP) teamed up with Sunset Park-based Center for Family Life, designer Amanda Buck, and illustrator Melissa Crowton to create *We Own It!*, a fold-out poster that breaks down how worker co-ops work.

Visuals and text in Spanish and English compare worker co-ops to typical businesses, explain the steps that go into starting one, and show what a day on the job looks like for a worker-owner. The poster's colorful illustrations draw inspiration from the streets of Sunset Park and the real individuals involved in New York City's worker co-ops. *We Own It!* is aimed at increasing awareness of worker co-ops across the city, and increasing access to them among low-income New Yorkers in particular.

Join us for the launch of *We Own It!*

What: Launch event for a New Yorker's guide to worker co-ops

Who: Worker-owners from Center for Family Life – Trusty Amigos, Beyond Care, Si Se Puede & more
Center for Family Life
Center for Urban Pedagogy
Local community leaders: Sarah Mallory (legislative director of CM Rosenthal's office) and more TBC

When: Friday, April 1st at 5 pm

Where: Center for Family Life at 443 39th Street, 4th Floor, Brooklyn, NY, 11232

Why: Learn about worker co-ops in NYC and how the Center for Family Life supports their development, hear about CUP's collaborative design process

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Center for Family Life, a program of SCO Family of Services, is a neighborhood-based family and social services organization with deep roots in Sunset Park, Brooklyn. More information: sco.org/programs/center-for-family-life.

The **Center for Urban Pedagogy** is a nonprofit organization that uses design and art to increase meaningful civic engagement, particularly among historically underrepresented communities. More information: welcometocup.org.