



ASSOCIATION OF  
EQUIPMENT MANUFACTURERS

**MEDIA ADVISORY**  
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**DOZERS DESCEND ON CAPITOL HILL**  
***A Sea of Orange Flags to Drape the National Mall Symbolizing Massive Job Losses  
in the Construction Equipment Industry***

**WHAT:** A huge caravan of bulldozers and other pieces of construction equipment will descend on Washington this Wednesday to send a message to lawmakers that they must act now to stop the job bleeding for men and women in the construction equipment industry. To make their point, equipment dealers, manufacturing representatives, labor leaders and others will **stage a rally** of the *Start Us Up USA!* campaign on the National Mall against a **backdrop of idle construction equipment and surrounded by a sea of 5,500 orange flags** — each one representing 100 jobs already lost in this industry. The equipment caravan, displaying *Start Us Up USA!* banners and waving orange flags, will parade the major streets surrounding the National Mall and Capitol Hill throughout mid-day after cruising past the campaign rally in progress.

**WHY:** Scarcity of new federal funding for transportation improvements is contributing to a deep depression and significant job loss in the construction equipment industry. In fact, eight percent – or two out of every 25 jobs lost since the start of the recession – can be traced to this ailing industry. The current law that funds the majority of our nation's transportation investments is just days from expiring on October 31, and Congress and the administration have yet to move on a new multi-year reauthorization bill. Leaders in the *Start Us Up USA!* campaign are calling for enactment of a new transportation bill before the spring construction season begins in early 2010.

**WHEN:** 11:30 a.m., Wednesday, October 28, 2009

**WHERE:** The National Mall at 7<sup>th</sup> Street, NW (near the Hirshhorn Museum and Sculpture Garden)

For more information on *Start Us Up USA!*, including state-by-state economic data, photos and video of previous campaign events in Las Vegas and Chicago, and testimonials from some of those most affected by this industry depression, visit [www.StartUsUpUSA.com](http://www.StartUsUpUSA.com).

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