



**For Immediate Release**

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**PUBLIC SERVICE EMPLOYEES “PROUD TO SERVE YOU”**

***Council 4 First TV Commercial to Air in February and March***

*New Britain, CT, Feb. 26, 2006* -- A snow plow driver, two sanitation workers and a 911 emergency dispatcher have one thing in common: they all star in Council 4’s first television commercial, designed to send the clear message that public service employees are “Proud to Serve You.”

The union’s commercial will air on Cablevision News 12 in Fairfield County and Comcast Cable in Hartford and New Haven in late February and early March.

According to Council 4 Executive Director Sal Luciano, “This commercial is intended to highlight the positive contribution public service workers make in a variety of crucial jobs. Proponents of privatization may paint a negative picture of public service workers, but the fact is that the people we represent are hard working, dedicated and efficient. This commercial reflects that spirit.”

The Council 4 ad stars Hartford Department of Public Works employees Andy Beckford and Brian St. Pierre, as well as a dispatcher from the Hartford Police Department, Shyrlene Chapman. The workers are all members of Local 1716 of Council 4.

“The ad also sends the message that, unlike privatized services, public service employees are directly accountable to the public, which directly owns the service,” said Local 1716 President (and Council 4 Secretary) Clarke King.

Luciano added, “Special thanks go out to Clarke King, who helped facilitate the production and is truly a leader in the community.”

*Council 4 of the American Federation of State, County and Municipal Employees, AFL-CIO represents 35,000 employees throughout Connecticut and is affiliated with the 1.4 million-member AFSCME International Union based in Washington. Council 4 is Connecticut’s largest AFL-CIO union. To learn more, click onto [www.council4.org](http://www.council4.org).*

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