



FOR IMMEDIATE RELEASE  
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## BC BUSINESSES COMMIT TO FAIR A LIVING WAGE FOR FAMILIES

New campaign promotes impacts of good jobs for workers and employers

Victoria, BC, June 1, 2018– Finding long-term, experienced staff is difficult in many industries, including solar. Is it worth the new minimum wage hikes, even for entry-level positions?

“Absolutely,” says Jeff Peters, president of Urban Solar. “Our people are why Urban Solar has been successful. We really put a high value on attracting and retaining high-quality people.”

In order to compete in the solar LED lighting industry, Urban Solar needs great staff. Part of that formula is above-minimum wage compensation. As part of its commitment to exceeding local standards, Urban Solar has partnered with Living Wage for Families (<http://www.livingwageforfamilies.ca/>).

“For example, many of our staff are located in Victoria, B.C. where the living wage is \$20.50/hour – well above the new \$12.65 minimum wage there that comes in effect on June 1.

“We recently partnered with the Good Jobs initiative (<https://www.goodjobsbc.ca/>) which creates and promotes more meaningful jobs with fair wages, paid sick days and benefits, and safe work environments for employees. Urban Solar is proud to be a part of making our province a better place to work,” says Peters.

In addition to Urban Solar, the campaign has worked with several likeminded companies in B.C. to promote Good Jobs in the province. See the full video here: <https://www.youtube.com/watch?v=uA4eomwdp9w&feature=youtu.be>

As Good Jobs gains momentum, its coordinators hope that more employers begin to realize that every investment in their workers is an investment in their business as well – something that Urban Solar, and the program’s other partners, are already benefitting from.

*“Places in the past that I’ve worked personally, and other experiences that I’ve had, there was more value put on the bottom line and, really, I think that’s backwards thinking. I don’t understand why any company, honestly, would pay subpar wages. It’s an old saying, but it’s like stepping over dollars to get the dimes.”*

- Jeff Peter, Urban Solar President

#### ABOUT URBAN SOLAR

Urban Solar manufactures solar power systems and commercial LED lighting solutions for applications including transit, transportation, parking lots, pathway and general illumination applications. With more than 75 years of design and manufacturing experience, Urban Solar delivers the highest level of solar powered LED illumination in an integrated, reliable and customer focused design. All Urban Solar’s lighting systems are independently tested, approved, and listed as entire systems by Underwriters Laboratories (UL).

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