



FOR IMMEDIATE RELEASE – MARCH 30, 2023

Media Contact: Lexy.Eickelman@jamestowncontainer.com

Jamestown Container Companies Joins Level Up Champions Initiative

The Rochester-Monroe Anti-Poverty Initiative has recognized Jamestown Container Companies as a Level Up Champion for the Rochester community. The program celebrates employers that have made a commitment to wage enhancement by establishing at least a \$15/hour starting wage for all employees in their organization.

The Level Up Champion designation signifies to current employees, potential employees, and the general public that Jamestown Container Companies believes increasing wages are essential to promoting upward mobility and we are committed to being a part of the wider movement to lift our entire community.

“We applaud the organizations that have chosen to stand with RMAPI and make this commitment to our community,” said Aqua Y. Porter, RMAPI Executive Director. “Even as they face financial pressures and the uncertainty, these Level Up Champions have recognized the value that their employees bring and the dignity inherent in all work. Their commitment is a shining example to all employers in our community that everyone can be part of the solution to increasing upward mobility for all families, and that taking the first step toward wage equity is within their grasp.”

To learn more about the initiative and become a Level Up Champion, visit www.levelupchampion.org

About Level Up Champions initiative:

Founded by RMAPI in 2021, the Level Up Champion initiative celebrates organizations that have made the decision to establish a starting wage of at least \$15/hour, showing that doing the right thing is part of their company’s DNA. RMAPI hopes to inspire other employers to commit to a \$15 starting wage and “level up” by taking further steps to help employees affected by poverty, helping to increase upward mobility for all families in the Rochester area. Since the initiative was first established, more than 100 employers have become Level Up Champions.