



## Tackling the gender pay gap...

*...one cupcake at a time*

Until we achieve gender wage parity in Ontario, wouldn't it be nice if we could "pay what we're paid"? With the *Gender Pay Gap Bake Shop*, you can do just that... and raise awareness of the wage discrimination against women at the same time.

The brainchild of CUPE Ontario's Social Services committee chair Carrie Lynn Poole-Cotnam, this pop-up stand uses sweet treats to send up the gender pay gap... by charging men 30% more than women.

You're invited to do your part to tackle the gender wage gap by booking the Gender Pay Gap Bake Shop at your next community or activist's event.



### Consider holding a "pop-up" of the Gender Pay Gap Bake Shop in your community at:

- parades, festivals, fairs, picnics, parties
- conferences, meetings, conventions
- political and election events
- activities to mark special days of recognition, like International Women's Day, Equal Pay Day, May Day, Labour Day, etc.



The Gender Pay Gap Bake Shop at its debut at the Windsor Essex Pride Fest

*A pop-up bake shop to help you tackle the gender pay gap in your community!*

The Gender Pay Gap Bake Shop kit contains:

- folding table and table cloth
- equal-pay aprons for bake shop hosts
- cake stands, plates and crocheted display “cookies”
- recipe cards for closing Ontario’s gender pay gap
- stand decorations, including hand fans, price cards and stickers
- sandwich board to announce your presence

All shipped to you in two heavy-duty plastic storage bins, ready for your event. As hosts, you supply your choice of delicious confections — all for sale at prices that showcase the gender pay gap, of course!



## To reserve the Gender Pay Gap Bake Shop for your event:

- Contact Social Service committee chair Carrie Lynn Poole-Cotnam at [carrielynnpoole@rogers.com](mailto:carrielynnpoole@rogers.com).
- Describe briefly the event at which you’d like to host a Gender Pay Gap Bake Sale.
- Provide your desired dates, shipping address and contact details.
- Confirmation will be sent by return e-mail.
- Return shipping information by e-mail and included with the kit.