



# International Labor Rights Forum

2001 S Street NW, Suite 420, Washington, DC 20009

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April 9, 2010

Christopher G. McCann  
President, 1-800-FLOWERS.COM  
FAX: 516-237-6060

Dear Mr. McCann,

I am writing on behalf of the International Labor Rights Forum (ILRF), an organization dedicated to the promotion of humane treatment of working people around the world. We have taken notice that you will be appearing in the season finale of the CBS hit reality series, *Undercover Boss*, airing April 11, 2010. While we appreciate your effort in joining your employees on the frontline, we also feel it necessary that you focus on the workers currently growing, harvesting and packaging the very flowers that have been the backbone of your company for more than 30 years.

Since 2003, ILRF has promoted labor rights of workers in the cut flower industry through our *Fairness in Flowers Campaign*. Most of the roses and carnations produced in countries like Colombia and Ecuador are exported to the United States where they are sold in florist shops, supermarkets and online retail sites like 1-800-FLOWERS.COM. Our campaign highlights a variety of labor rights violations, such as the violations of firing women when they become pregnant, exposure to toxic chemicals and even child labor.

With their hardship in mind, we invite you to explore more in depth the working conditions of the workers supplying the flowers that have marked 1-800-FLOWERS.COM "Your Florist of Choice". We think that a trip to the fields and farms of Colombia and Ecuador could truly put you on the frontline alongside your workers. We would be happy to accompany you to Colombia or Ecuador and would introduce you to the men and women that struggle just to feed their families while working on farms that produce for your company.

In a recent release posted on your company's website, you stated, "The opportunity to experience our company at all levels makes me a stronger leader and enables 1-800-FLOWERS.COM to continue to be the best in the business." From all of us here at ILRF, we strongly ask that you uphold to your leadership by making a commitment to experience your company even further so as to ensure that the rights of all workers at all levels are being respected.

I would appreciate a reply within the next two weeks acknowledging receipt of this letter and would welcome further dialogue. I can be contacted at 202-347-4100 x105 or [bama.athreya@ilrf.org](mailto:bama.athreya@ilrf.org).

Sincerely,

Bama Athreya  
Executive Director