

UCubed Activists Gear Up for Midterm Elections

Bite Back - Vote!



UCubed's get-out-the-vote internet ad, Bite Back, encourages jobless voters to seek revenge on politicians who have turned their backs on the unemployed.

Ur Union of Unemployed (UCubed) is pulling out all the stops as Cube leaders and jobs activists gear up for what will be the single-most important national event to affect jobless Americans this year – the midterm elections.

Thirty-seven Senate seats and all 435 House seats are up for grabs as politicians scramble to prove their economic track record amongst a “What have you done for me lately?” constituency.

Upon surpassing its 3,000th member, UCubed has begun to turn up the heat on politicians and encourage members to help get out the vote.

“Revenge is a dish best

served cold,” wrote UCubed Acting Executive Director Rick Sloan in an email to members. “Lucky for us the November 2nd elections are far enough away for our outrage to become cold, calculating and career-ending for certain politicians.”

Bite Back

While millions across the country held rallies, picnics and parades in commemoration of the 2010 Labor Day – a day dedicated to the social and economic achievements of American workers – UCubed remembered its members and the 31 million Americans without work. At the stroke of midnight, the site launched Bite

Back, a two-minute internet ad inspired by the 1965 Steven Spielberg movie *Jaws*.

“They stole our jobs. They stole our pensions... Everything we worked for – gone. Now they want to take away our dignity,” says the ad over the image of a drug-testing cup and a sound bite of Sen. Orrin Hatch (R-UT) suggesting the unemployed are drug addicts and should be tested before receiving unemployment benefits.

“We’re jobless. Not toothless. And together, we’ve got one hell of a bite left,” the ad continues as the image of a voracious great white shark suddenly appears out of troubled waters rearing its saw-blade-like teeth.

Key Voters

“Bite Back was produced so America’s jobless could become political predators,” explains Sloan. “They are the swing voters of 2010. They know whose policies took away their futures. And they will eviscerate those politicians who voted *en bloc* against every effort to aid the jobless.”

The Bite Back ad campaign has generated thousands of views on YouTube and continues to draw clicks as American voters prepare for election day.