



Coalition of Organized  
Retail Employees

Dear Tim,

We are writing to you as the employees of the Apple store in Towson, MD.

We are the Specialists, the Experts, the Geniuses, the Pros, the Creatives, and the Leads.

We strive to leave the world better than we found it and transform the lives of everyone we interact with, both our customers and team members. To help dreamers become doers.

We enrich lives, repair relationships, and create genuine human connections through empathy, focus, and a commitment to the values we share.

We believe our soul is our people. People who recognize themselves in each other. We draw strengths from our differences, from background and perspective, to collaborate and debate. We believe that good enough isn't.

We are on the front lines of the Apple experience. As the face of Apple we have the responsibility of showing up every day to do the best work of our lives. We are unlike anyone else and are at the center of the customer experience. We find courage, to learn and to grow, to figure out what's next, to imagine the unimaginable, to do it all over again tomorrow.

Today we are writing to you to let you know that we have organized a union (CORE - Coalition of Organized Retail Employees) with the assistance of the IAMAW and currently have the support of a solid majority of our coworkers. This is something we do not to go against or create conflict with our management. Rather, we have come together as a union because of a deep love of our role as workers within the company and out of care for the company itself.

As other large companies in the service and tech sectors continue to organize we are also proud to take this step. As our store approaches its 20th year anniversary we think about the history of this company and how we have always been different; because we have always thought differently. Today we are asking you to do the same and to pledge not to use your resources to engage in an anti-union campaign to dissuade us. We ask that you voluntarily recognize our union so we can begin working together as equals in a spirit of cooperation and collaboration.

To be clear, the decision to form a union is about us as workers gaining access to rights that we do not currently have. We are respectfully asking that Apple follow the same neutrality requirements as laid out in its Supplier Code of Conduct under the section "Freedom of Association and Collective Bargaining" so that as employees we can obtain our rights to information and collective bargaining that the law affords us through unionization.

So please, stand with us, and help us put a ping in the universe.

Respectfully,  
AppleCORE