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## Supermajority Organizations Unveil *Majority Rules*, the Fundamental Values Critical to Achieving Women's Equality

*The Majority Rules were informed by feedback from more than 75,000 women across the country, and will anchor the organizations' work to engage and encourage two million women to take action in 2020*

Atlanta, Ga. — Today, [Supermajority](#) and the [Supermajority Education Fund](#) – non-partisan homes for women's education and activism – rolled out the *Majority Rules*, a new vision for how women live, work and rise together, during the Atlanta kick-off of their [joint cross-country bus tour](#). **Watch today's kick-off via [livestream here](#).**

Supermajority [co-founders](#) will meet with women across the country to begin to train and organize around the *Majority Rules* as part of their effort to build the largest woman-to-woman voter engagement program in the country next year.

The [Majority Rules](#) are the fundamental values critical to achieving women's equality women want in government and in society; they were informed by listening to tens of thousands of women through in-person discussions, focus groups, targeted research and online polling, including 75,000 women from all 50 states who took Supermajority Education Fund's Women's Poll. The *Majority Rules* were written by women to allow them to evaluate public officials, policies, platforms and any organization, and to ensure those in power make the issues women care about a priority.

"Women make up more than half of the country and nearly half of the American workforce," said **Ai-jen Poo, Supermajority co-founder and Executive Director of the National Domestic Workers Alliance**. "We are the majority of organizers, activists and voters. Women are on the front lines – from town halls defending access to health care to the U.S.-Mexico border working to reunite separated families. We are a powerful supermajority and it's time we come together to write new rules."

Created with input from women of all backgrounds, races and generations, the *Majority Rules* are:

**Rule #1: Our lives are safe.**

We live free of fear, intimidation and violence at home, at work and in our neighborhoods – no matter where we're from, who we love or how we identify.

**Rule #2: Our bodies are respected.**

The health care system takes our needs seriously, from treatment to research to women making decisions about if and when to start a family.

**Rule #3: Our work is valued.**

We are paid equally for our work and get promoted equally too. The jobs primarily done by women – from teaching to caregiving – are valued and supported. All women can retire with dignity and enjoy the life they worked hard for.

**Rule #4: Our families are supported.**

We are no longer forced to make impossible and unfair choices between family and work. Providing the best care for our families, from infancy to old age, is possible and affordable for all of us.

**Rule #5: Our government represents us.**

From the school board to the White House, women are represented. The right to vote is protected and promoted, all voters have access to the polls and every vote is counted.

**THE SUPER RULE:**

The lives and experiences of women – particularly women of color – are front and center in addressing all of our nation’s challenges. From climate change to immigration to criminal justice reform, the people most impacted must be at the forefront of the solutions.

“No longer will we accept what has been decided for us and expected of us,” said **Alicia Garza, Supermajority co-founder, co-founder of Black Lives Matter Global Network and principal of Black Futures Lab.** “Women, and particularly women of color, are being held back by a system that wasn’t made for us. But women are the new face of power in the United States and we will ensure our leaders and our national priorities reflect that.”

“Women’s equality is not negotiable,” said **Cecile Richards, Supermajority co-founder and former President of Planned Parenthood Federation of America.** “With the *Majority Rules*, we will ensure our leaders – in government, in business and in our communities – make the issues we care about a priority. When women come together, we are unstoppable.”

The *Majority Rules* will be the rallying cry for millions of women and will anchor Supermajority and Supermajority Education Fund’s work to inform and engage women this year and next. The organizations’ co-founders, former Planned Parenthood President [Cecile Richards](#), National Domestic Workers Alliance Executive Director [Ai-jen Poo](#), Black Lives Matter Global Network Co-Founder [Alicia Garza](#), National Domestic Workers Alliance Political Director [Jess Morales Rocketto](#), Civitas Public Affairs Group Partner [Katherine Grainger](#) and Planned Parenthood Senior Advisor [Deirdre Schifeling](#), are meeting with women during the bus tour as the start of this action. Supermajority will be building the largest woman-to-woman voter engagement program in the country with the aim of training and mobilizing two million people, who will then activate millions more around the *Majority Rules*.

Watch today’s kick-off via [livestream here](#).

To request interviews with co-founders and spokespeople and attend events throughout the bus tour, please email [SMComms@berlinrosen.com](mailto:SMComms@berlinrosen.com) or call 646.992.8306.

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*Supermajority is a new home for women’s activism and a community for people of all backgrounds, races, and ages who want to fight to make sure all of us are treated equally, no matter our gender. Supermajority will train and mobilize 2 million people, who will then help activate millions more in their*

*communities, to make sure our voices are heard and a women's agenda is represented in policy debates, in legislative fights, and at the ballot box.*

***Supermajority Education Fund*** *focuses on research about the role and standing of women, educates the public about issues of importance to women, and supports policies that advance women.*

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*Supermajority Education Fund does not endorse, support or oppose candidates for public office and is not sponsoring the events involving presidential or other candidates.*