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FOR IMMEDIATE RELEASE

Sicard RV is Niagara's Latest Certified Living Wage Employer

The Niagara Poverty Reduction Network is pleased to announce that [Sicard RV](#) has become a certified living wage employer.

Based in Smithville, Sicard RV is a family-owned and operated business for over 50 years. Sicard RV is one of Canada's largest premier recreational vehicle dealerships. They provide their customers with in-house services including; technical, mechanical and carpentry work, and carry one of the largest selection of RV parts and accessories. With 98 full time and four part time staff, Sicard RV has become a staple in the RV industry.

"Becoming a living wage employer was an easy decision for us. We recognized all the benefits that it provided to not only our employees but also to our community. Growing a business in a small town has its own challenges, but Smithville Ontario, is our home and we want to continue to be part of its growth. Our employees are the core reason that we have been a leader in the industry for over 50 years. We are very excited to be a part of such a progressive network and to offer all of our employees a better standard of living," says Sicard RV General Manager, Blair Sicard.

"Niagara region now has 15 certified Living Wage employers and each month more continue to join," says Glen Walker, Chair of the Niagara Poverty Reduction Network. "We are very pleased to see so many local employers who understand the value and benefits of paying a living wage."

A living wage reflects what earners need to be paid based on the actual costs of living and being included in the community. A living wage is not the same as the legislated minimum wage. It is a voluntary commitment that employers can make to compensate directly-employed and contract-employed full-time and part-time workers. The 2018 living wage for Niagara region has been calculated to be \$17.99/hour. If an employer's total compensation package includes benefits such as dental and prescription drugs, the living wage can be lowered by about \$1.50/hour. Learn more about Niagara's living wage at www.wipeoutpoverty.ca

Niagara-area employers who are interested in becoming Living Wage certified can contact the Ontario Living Wage Network for more information at <http://www.ontariolivingwage.ca/>

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The Niagara Poverty Reduction Network is a collective of over 30 agencies and individuals working to wipe out poverty in Niagara through education, collaboration, and advocacy to address poverty's root causes.

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