

Nationwide ‘Economic Blackout’ Happens Today– Are You Ready?

A left-wing, grassroots movement, The People’s Union USA, is calling for a nationwide “economic blackout” on Friday, Feb. 28. The organization urges Americans to abstain from all non-essential spending for 24 hours to protest corporate greed and advocate for economic reform.

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Participants are encouraged to avoid purchases from major retailers such as Amazon, Walmart and Target, as well as to refrain from spending on fast food and gasoline. If essential items are needed, the group suggests supporting local small businesses and using cash instead of credit or debit cards. Founder John Schwarz emphasizes that this action aims to demonstrate the collective power of consumers in influencing economic systems. He shared with the People’s Union USA is not partisan, they are “dedicated to economic resistance, government accountability, and corporate reform.”

The People’s Union USA has outlined additional protests targeting specific corporations in the coming months. These include week-long boycotts of Amazon from Mar. 7 to 14, Nestlé from Mar. 21 to 28 and Walmart from April 7 to 13. Another 24-hour economic blackout is planned for March 28. These actions seek to address issues such as corporate exploitation, environmental concerns and labor practices.

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While the impact of such boycotts can vary, they serve as a means for consumers to express dissatisfaction with corporate practices. Past boycotts have had mixed results; for instance, a 2020 boycott of Goya Foods led to a temporary increase in sales due to counter-movements, whereas the 2023 boycott of Bud Light resulted in a significant decline in sales that persisted over time. The effectiveness of the upcoming economic blackout will depend on the level of participation and public response.

The People's Union USA website shares their mission and goal, stating: "For decades, corporations, politicians, and industries have worked together to rig the system against the American people. They have built an economy designed to exploit workers, suppress wages, and keep the majority of us in a constant state of struggle. These are the forces that have stolen our financial freedom, manipulated our government and kept power in the hands of the wealthy elite."

The movement has gained traction on social media, with endorsements from public figures and widespread discussions among consumers. Supporters view the blackout as an opportunity to challenge corporate influence and advocate for systemic change.

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