The day after America’s Thanksgiving holiday, usually a time for shoppers to find Black Friday bargains, but on this cold morning, the group here have a different plan. There are about fifty people on this bus and there is another bus loaded of people just ahead of us, we are making our way to the New Jersey Wal-Mart, as there are no Wal-Marts in the city of New York.

“Stand up!”

They are staging a one-day protest against Wal-Mart calling for higher wages and better working conditions. By choosing the biggest shopping day of the year, they’re hoping to affect corporate coffers by dissuading some shoppers from coming to Wal-Mart.

It does affect my shopping. I told myself I wasn't going to purchase too much but I couldn’t resist on getting a tree for a better price.

This protest is against Wal-Mart but also against the low-wage economy. If you are part of that it can be difficult to make ends meet. Many of the Wal-Mart workers that are protesting here today weren’t willing to talk with us on camera, really fearing some sort of retaliation by their managers at their jobs.

Away from the protests, Wal-Mart worker Barbra Gertz, one of the very few willing to publicly speak out:

“We want better pay. We want to be able to support ourselves without government assistance. We want a safe workplace so we are not getting injured and then retaliated against when we get injured. “

Back at Wal-Mart, managers inside were not being distracted by the noises being made outside.

They are really not representative of our associates at all. Our associates are in here working hard. They are excited to be here, it’s the most fun day of all.

And some workers say they are able to make a living.

“I am, you know married. I have a daughter; I have my family. And with what I make and with what my husband makes we definitely make ends meet.”

Traditionally Black Friday is all about the shopping, but shop workers are determined to also make it about their plight in the low-wage economy.

Samira Hussain, BBC News,