

An Appeal to UMass Students, Faculty & Staff



After many months of raising Coca-Cola's horrific human rights and environmental record and appealing to our Chancellor and beverage contract administrators not to renew Coke's contract, they sold out our University to the highest bidder – Coca-Cola. Morality and ethics lost out to a company described as a system full of "lies, deception, immorality, corruption and gross human rights and environmental abuses."

No campus that prides itself a center of ethics and morality should be lending its name and credibility to Coca-Cola, nor serve as a marketplace or venue for its advertising.

We call on the UMass community to protect the integrity of our University and stand up for human rights and the environment. Please join us in boycotting all Coca-Cola products!

STAND UP FOR HUMAN RIGHTS & THE ENVIRONMENT!

BOYCOTT all Coca-Cola products, including:

Dasani, Fanta, Minute Maid, Nestea, Odwalla, Powerade, Sprite, Fruitopia, and Barq's.

On campus, purchase non-Coke products at:

The People's Market, Earth Foods, Greenough, and the Newman Center.

www.KillerCoke.org

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