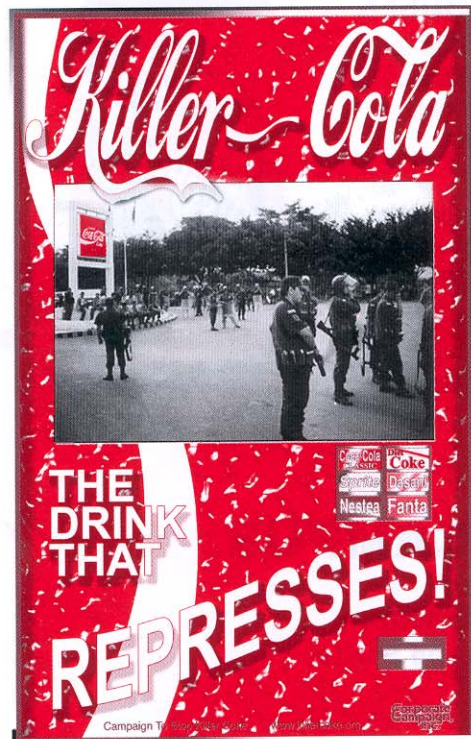


**ALWAYS RUTGERS!
NEVER COKE.**



COCA-COLA'S ABUSE OF THE GLOBAL PUBLIC INTEREST

In 2001, a lawsuit was filed against Coca-Cola by the International Labor Rights Fund (www.laborrights.org) and the United Steelworkers of America on behalf of SINALTRAINAL (the union representing Coke workers in Colombia), several of its members and the survivors of Isidro Gil, one of its murdered officers.

The lawsuit charges that Coca-Cola's bottlers in Colombia "contracted with or otherwise directed paramilitary security forces that utilized extreme violence and murdered, tortured, unlawfully detained or otherwise silenced trade union leaders."

The seriousness of the situation is best summed up by SINALTRAINAL Vice-President Juan Carlos Galvis, who stated: "If we lose the fight against Coca-Cola, we will first lose our union, next our jobs and then our lives."

OTHER CRIMES AND ABUSES BY COKE INCLUDE:

- Turning Farmland into Wasteland Through Overexploitation and Pollution of Water Sources in India, (www.indiaresource.org)
- Benefiting from Hazardous Child Labor in Sugar Cane Fields in El Salvador
- Aggressive Marketing to Children of Nutritionally Worthless and Damaging Products
- Anti-worker Policies
- History of Racial Discrimination
- Opposition to Environmentally-Sound Bottle Deposit Bills
- Fraudulent Business Practices

Campaign to Stop Killer Coke [**www.KillerCoke.org**](http://www.KillerCoke.org)

An Appeal to Rutgers Students, Faculty, Staff & Administrators

COCA-COLA'S GROSS HUMAN RIGHTS AND ENVIRONMENTAL ABUSES

are described on the reverse side of this flyer. We are appealing to students, a major market for Coca-Cola and a target of Coke's advertising, to remove all Coke products from their campuses until the company acts responsibly. Coke wants to make all schools, colleges and universities captive markets. A Coke representative said, "... students will continue to drink Coca-Cola products for 50 to 60 years ..."

All evidence shows that Coca-Cola is a corporate system full of lies, deception, immorality, corruption and gross human rights and environmental abuses. No campus that prides itself as being a center of ethics and morality should be lending its name, logo and credibility to Coca-Cola, nor serve as an exclusive marketplace for its sales and advertising.

We hope that Rutgers University will protect its integrity and stand up for human rights and the environment. Please join the campaign to remove Coca-Cola products from your campus!



STAND UP FOR HUMAN RIGHTS & THE ENVIRONMENT!

BECOME A COCA-COLA-FREE CAMPUS

See "Student Activism" at www.KillerCoke.org

PLEASE REMOVE ALL COKE PRODUCTS, INCLUDING:

Dasani, Fanta, Minute Maid, Nestea, Odwalla, Powerade and Sprite

To help rid Rutgers of Killer Coke, email:

RutgersStopKillerCoke@yahoo.com

Tell Coke to Stop Its Abuses Call 1-800-GET-COKE (438-2653)