



Campaign to Stop Killer Coke

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«Title2» «Fname» «Lname»

«Address»

«CityState» «Zip»

Dear «Title2» «Lname»:

Each year, The Coca-Cola Company spends billions of dollars not just to promote its products, but to perpetuate a big lie. For the world's largest beverage company, money is clearly no object since the overriding objective is to portray itself as a "responsible corporate citizen" when it is, in fact, an international corporate outlaw.

Blatant criminal behavior, massive human rights violations, environmental exploitation and anti-union aggression are all part of the Coke formula that the parent company and its bottlers try to conceal from public scrutiny. Coke's complicity in the systematic intimidation, kidnapping, torture and murder of union leaders at its plants in Colombia is only one example of the kind of pain and suffering it has inflicted around the world.

At least 48 colleges and universities — including New York University, CUNY Law School, Queensborough Community College, CUNY's Joseph Murphy Institute, Union Theological Seminary, Manhattanville College, Bard College and Rutgers University — have kicked Coke off their campuses.

Labor organizations such as the United University Professions at SUNY, the Professional Staff Congress at CUNY, the United Federation of Teachers, the New York State United Teachers, 1199SEIU, American Postal Workers Union and the Service Employees International Union have removed Coke vending machines from their offices, banned Coke products from their facilities and functions and urged their members to boycott Coke products.

Two pending lawsuits against Coke and its Colombian bottlers, filed by the International Labor Rights Fund and the United Steelworkers, AFL-CIO, in 2001 and 2006 charge that Coke's bottlers "contracted with or otherwise directed paramilitary security forces that utilized extreme violence and murdered, tortured, unlawfully detained or otherwise silenced trade union leaders." In 2004, the New York City Fact-Finding Delegation on Coca-Cola in Colombia, led by Council Member Hiram Monserrate, issued a report stating: "Coca-Cola is complicit in human rights abuses of its workers in Colombia" and "bears responsibility for the campaign of terror leveled at its workers." The report pointed out that "physical access that paramilitaries have had to Coca-Cola bottling plants is impossible without company knowledge and/or tacit approval."

In India, Mexico, El Salvador and elsewhere, Coca-Cola has polluted and depleted scarce water sources — causing irreparable harm to community ecosystems, turning farmlands into wastelands and depriving millions of access to clean, potable water. In the U.S. and overseas, Coke deceives consumers by selling processed tap water that yields enormous profits when poured into plastic bottles that will never be recycled.

All of these outrages help explain why, since 2006, Coke and its two largest U.S. bottlers have been dropped from the Broad Market Social Index (BMSI) list of "socially responsible" companies prepared by

KLD Research & Analytics, an independent investment research firm that is considered a world leader in defining corporate responsibility standards. This led to the divestiture of 1.25 million shares of The Coca-Cola Company's stock by TIAA-CREF's (Teachers Insurance and Annuity Association – College Retirement Equities Fund) \$9 billion CREF Social Choice Account, the nation's largest socially screened fund for individual investors.

TIAA – CREF also divested its holdings in Coca-Cola Enterprises, which distributes beverages to retailers, vendors and institutions in New York State, and which shares directors with Coca-Cola FEMSA, Colombia's largest bottler and a defendant in the aforementioned lawsuits.

Thus, it should come as no surprise that in recent years, and again this year, Coke's CEO and board members have opposed every shareholder resolution aimed at investigating allegations of abuses by its bottlers and establishing codes of conduct and committees that would act to prevent human rights violations and environmental abuses throughout its worldwide system.

We are bringing these matters to your attention because of the pending expiration of Coke's exclusive beverage supplier contracts at the University at Albany, SUNY and Stony Brook University, SUNY campuses. We urge you to support the ongoing efforts of students, faculty and staff to ban the sale of Coke products on campus and to make certain that college officials refrain from entering into any future contracts with Coke. Please express your concerns to George M. Philip, President; University at Albany, SUNY; University Hall, Room 302; 1400 Washington Ave.; Albany, NY 12222, (518) 956-8010, (presmail@uamail.albany.edu) and Dr. Shirley Strum Kenny, President; Stony Brook University, SUNY; 310 Administration Building; Stony Brook, NY 11794-0701, (631) 632-6265, (carol.londoiro@stonybrook.edu), and provide us with a copy of your correspondence.

Coca-Cola has drawn the attention of New York State legislators because of its involvement in Sudan, where the company ignores the violence and suffering in Darfur even after paying fines for violating U.S. sanctions. Senate bills S2924 and S5287-A authorize the state comptroller to divest or refrain from investing retirement system funds in "companies like Coca-Cola...which do business with the Sudan," according to the *New York Post* (7/24/07). As Sen. Jeffrey Klein points out, "(We) are investing our pension funds in companies that in turn invest in countries that are in the business of promoting terrorism."

We are enclosing a DVD and literature that document some of Coke's crimes and unethical conduct. Much more information can be found at the Campaign to Stop Killer Coke's website, www.KillerCoke.org. If you have any questions, please contact any of the signees. Be assured that we will respond promptly.

Now, as never before, New York State and its political and educational leaders will be judged by the company they keep. Coca-Cola and its bottlers must therefore be kept at a distance until they clean up their acts.

Thank you for your attention to our concerns.

Sincerely,

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