

## **NYU'S COKE BAN IS STILL NECESSARY**

March 30, 2008

Arthur Tannenbaum  
Public Affairs Committee Chairperson  
New York University, University Senate

Dear Mr. Tannenbaum and The Public Affairs Committee:

We write you on behalf of the signatory organizations concerning NYU's potential termination of the ban against selling Coca-Cola products on campus. As you know, the ban was initiated out of concern over Coke's human rights practices, including their role in the assassinations of Coca-Cola bottling plant employees in Colombia. Based on developments to date, unfortunately, there is no legitimate reason to lift the ban.

As discussed in the accompanying report, the evidence suggests that Coke's purported willingness to allow an independent investigation is a pretext to justify lifting the ban. Coke has not agreed to an independent investigation nor changed their policies. In recent months, there have been further death threats against union leaders who work at Coca-Cola bottling plants. Also recently, Coke has come under serious criticism for its severe environmental abuses at plants in India. Our attached report describes Coke's failure to comply with the University Senate's 2005 resolution, and its ongoing objectionable practices. **It is vital that NYU maintain the campus ban on Coca-Cola products.** Accordingly, we request:

- 1) An opportunity to discuss this matter with you directly;
- 2) That the Public Affairs Committee make no proposals to the University Senate that recommend revoking the 2005 resolution banning Coke; and
- 3) That, if this matter is in fact brought before the University Senate, we have the opportunity to be present and make a presentation.

We understand that you have already heard similar concerns from undergraduate students, alumni, and community organizations. We suggest that rather than lifting the ban, NYU convey to Coca-Cola that the ban will remain in effect until the company allows a truly independent investigation into its practices and respects the human rights of Colombian Coke employees. As student groups concerned that NYU support human rights abroad, we hope that the Public Affairs Committee will act in the spirit of the University Senate's recent resolution on divestment from Darfur and maintain NYU's commitment to the public interest.

Sincerely,

**LATINO LAW STUDENTS ASSOCIATION (LALSA)**  
**LAW STUDENTS FOR ECONOMIC JUSTICE**  
**LAW STUDENTS FOR HUMAN RIGHTS**  
**LAW STUDENTS FOR REPRODUCTIVE JUSTICE**  
**COALITION FOR LEGAL RECRUITING (COLR)**  
**NATIONAL LAWYERS GUILD – NYU CHAPTER**  
**OUTLAW**

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CC: NYU President John Sexton and NYU School of Law Dean Richard Revesz