Joining this campaign will not only help put pressure on Israel to end apartheid, it can help your business too!

Promoting Your Business





Customers who have signed the pledge to support AFB businesses will choose to shop at your business.



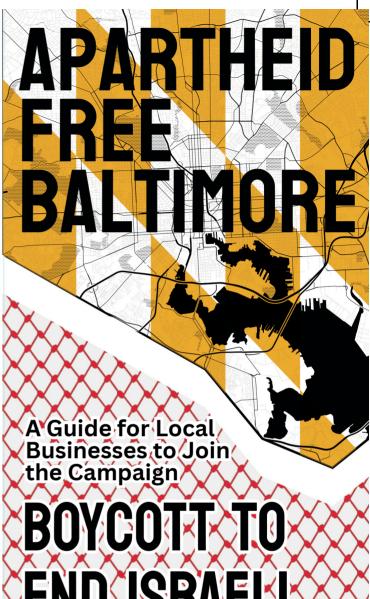
HOW WILL THIS MAKE A DIFFERENCE?

Boycott movements have historically proven effective by working on two fronts: cultural and economic. Publicly demonstrating commitment to human rights and applying economic pressure is one of the most powerful ways communities can fight against systemic violence. We have already started to see several high-profile wins in recent years. Maersk, one of the largest shipping companies in the world, was forced to cut ties with illegal settlements. Adidas, Puma, and Reebok all cancelled their sponsorships of the Israeli football league. Boycotts work!

AFFECT MY JOIN THE











Apartheid Free Baltimore (AFB) is a local campaign based on Boycott, Divestment, Sanctions (BDS), No Appetite for Apartheid (NA4A), and the South African anti-apartheid movement. Using similar economic pressure strategies as these, we strive to transform Baltimore into a **commercial dead zone** for companies complicit in occupation and apartheid.

WHY ARE WE DOING THIS?

As people of conscience, we want to ensure that the spaces in which we participate reflect our values. The goal of our campaign is to pressure Israel to end its apartheid regime, genocide, and occupation. Boycott tactics worked to end apartheid in South Africa, and they can work again.



Joining the AFB campaign is a **journey** to be embarked upon by businesses, unions, organizations, and our community. Our goal is to end complicity in apartheid and build spaces free from all forms of **oppression** by taking steps such as...

- Signing the pledge to show commitment towards becoming Apartheid Free /
- Terminating or committing to not renew Israeli contracts
- Following AFB guidelines in your stock and supply chain
- Avoiding platforming groups that normalize Israeli apartheid 🔘
- **Displaying an AFB sign** in your store window (optional)

This journey is a **collaborative** process with our community. We want to hear your feedback on any logistical concerns you may have and how we can help you overcome any challenges to this commitment.

WHICH BRANDS ARE **NOT AFB FRIENDLY**

PEPSICO & COCA-COLA

PepsiCo has subsidiaries guilty of forced displacement of Bedouins in the Nagab. Coca-Cola Israel operates out of illegal settlements.



SABRA HUMMUS

Sabra Hummus proudly donated care packages to the Golani Brigade of the IDF prior to being sold to PepsiCo.



For a full list of complicit companies, brands to avoid, and ethical alternatives, visit our website:

baltimoredsa.org/apartheidfree