

April 14, 2016

James Quincy, President and Chief Operating Officer  
J Alexander Douglas, President and Chief Operating Officer, North America Group  
Clyde Tuggle, SVP, Chief Public Affairs and Communications Officer  
Kathy Waller, Executive Vice President and Chief Financial Officer  
The Coca-Cola Company  
P.O. Box 1734  
Atlanta, Georgia 30301

Dear Mr. Quincy, Mr. Douglas, Mr. Tuggle, and Ms. Waller,

You are a company that prides itself on championing diversity, fairness and inclusion in all aspects of your business. In the spirit of that commitment, we the undersigned, non-partisan civil rights, faith based and advocacy organizations write to request that you decline any request to sponsor, and withdraw existing sponsorship commitments to, any political party conventions that engage in bigoted, xenophobic and racist rhetoric that encourages violence. This request includes any monetary and in-kind contributions to the host committee for any convention in exchange for promotional consideration. This same request is also being made to other companies committed to or considering support for political conventions.

In the last few months, candidates for public office have repeatedly disparaged Latino, Muslim, Arab and Black communities, as well as women, LGBT people and people with disabilities. For example, Latinos have been referred to as criminals and rapists. It has also been suggested that between five and twenty percent of Muslims support terrorism, that mosques should be monitored and shut down, that American Muslims should be registered in a national database, and that all Muslims should be prevented from entering the United States. In addition, supporters of candidates have engaged in violent acts against African Americans and people of color. We note that hateful rhetoric targeting racial, ethnic and religious communities has been widely heralded by white supremacist leaders.

This rhetoric has inflamed a national atmosphere that we fear has been inspiring hate crimes. In the last few weeks, we have seen several attacks against individuals based on race, religion and ethnicity. In Wisconsin, a man targeted Latino and Asian American neighbors, killing three, telling one of the victims "you guys got to go" after stating that Puerto Ricans do not speak English. In Kansas, after harassing an African American, a man assaulted a Muslim student and a Latino student while yelling, "You guys, we'll throw you over the wall" as he attacked the young men. And, at Northwestern University, a non-denominational chapel was defaced with hateful messages targeting African American, Muslim, LGBT and Jewish communities, while invoking the name of a candidate for public office.

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We believe it is a great sign of corporate responsibility and common decency for corporate donors and others to ensure their dollars and brands are not used to support a platform for pushing this bigoted and racist rhetoric. As a major leader in the business community, a commitment on the part of The Coca-Cola Company to disassociate from political conventions where this rhetoric and bigotry would be highlighted and praised would send a strong message to the public, other companies and public officials that bigotry and racism are not acceptable.

We look forward to hearing from you.

Sincerely,

Arab American Institute

Asian Americans Advancing Justice | AAJC

Bend the Arc: A Jewish Partnership for Justice

Center for Constitutional Rights

Center for Media Justice

Center for New Community

ColorOfChange

Feminist Majority Foundation

Hip Hop Caucus

Interfaith Alliance

Lambda Legal

Labor Council for Latin American Advancement (LCLAA)

Military Religious Freedom Foundation

Million Hoodies Movement for Justice

Muslim Advocates

National Council of Asian Pacific Americans (NCAPA)

National Iranian American Council

National LGBTQ Task Force

National Network for Arab American Communities

National Religious Campaign Against Torture

New Evangelical Partnership for the Common Good

OneAmerica

Progressive Congress

South Asian Americans Leading Together (SAALT)

The Sisters of Mercy of the Americas, Institute Justice Team