



PALESTINE  
SOLIDARITY  
CAMPAIGN

**DON'T BUY**



**APARTHEID**



**Boycott  
Israeli Goods**



**Boycott  
Coca-Cola**



**For decades, Palestinians have faced Israel's military assaults; land theft and dispossession; home demolition; racist discrimination; and arbitrary arrest and detention.**

Israel's genocide in Gaza has killed many tens of thousands of Palestinians, and caused almost incalculable devastation. In the occupied West Bank, Israel carries out daily military invasions, and continues to forcibly expel Palestinians from their homes and land.

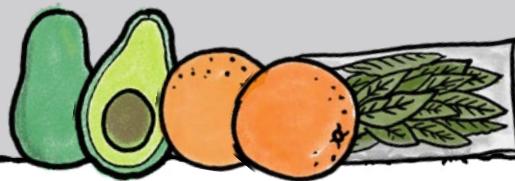
**Palestinians call for people around the world to engage in targeted boycotts against companies that enable the oppression they face.**

Inspired by the boycott campaigns that helped end apartheid in South Africa decades ago, today's Palestinian-led Boycott, Divestment and Sanctions (BDS) movement provides a way for people to make a meaningful difference.

When out shopping, take two key actions to support the Palestinian struggle for freedom:

### **✗ Boycott Israeli produce**

like avocados, oranges, herbs and dates. When shops in Britain sell Israeli produce, they are profiting from the existence of illegal Israeli settlements on stolen land. **Always check the label. If it says "Product of Israel", don't buy it!**



### **✗ Boycott Coca-Cola**

and its brands Shweppes, Sprite, Fanta, Innocent, Appletiser, Smart Water and Costa Coffee. Coca-Cola's franchisee in Israel operates a regional distribution centre in an illegal Israeli settlement on stolen land. Buy an apartheid-free alternative such as Gaza Cola, available online.



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