

January Alert

Send to:

Mr. Neville Isdell, CEO
Coca Cola Corp.
P.O. Box 1734
Atlanta, GA 30301

As a consumer of Coca-Cola products, I am deeply concerned to learn that methods used by your bottling factories are draining water from some of the poorest communities in the world, thereby creating severe water shortages and health problems. Please use your influence as CEO to demand that the company respect and advance the well-being and human rights of poor people in every location where the corporation is operative.

Talking points for those who wish to use them:

- 1) Current practices of water use by many Coca-Cola bottling factories deplete and/or pollute local water sources.
- 2) Poor people are expected to pay prices that they cannot afford to purchase their own bottled water.
- 3) Water extraction has dried up hundreds of public hand-pump wells and greatly reduced irrigation supplies.
- 4) Conscience should drive Coke to work with the poorer people (not just the socially elite) of local communities before building a factory and before being forced to negotiate by the courts. (e.g. the High Court of Kerala, India).
- 5) Some of the countries where these problems have occurred include: rural areas of India, Turkey, Egypt, Colombia.
- 6) In spite of Coke claims to the contrary, our contacts in poor countries assure us that these problems are not yet rectified.

More Information at:

www.polarisinstitute.org (click on water rights project)
www.corpswatch.org (type "water" in search)