Do ‘small actions’ like this make a difference?

Yes! Consumer boycotts were one of the most effective actions in the fight against apartheid in South Africa. And in Europe, similar actions against SodaStream are already having an effect. For example: last year a large Swedish store, after sustained educational activities by human rights activists, ended all purchases of SodaStream products.

**Boycott SodaStream!**

There are alternatives to sodaStream!

Global Exchange®

has a number of suggestions for alternatives to SodaStream that are available at various local retail outlets and on-line. See them at their web site:

http://www.globalexchange.org/economicactivism/sodastream/alternatives

What is sodaStream, and why should you care?

SodaStream manufactures home beverage-carbonation devices on stolen Palestinian land.

**Stand for Justice! Take the Fizz Out of sodaStream!**

SodaStream says its home beverage carbonation products are “eco-friendly”

But there is nothing friendly about the destruction of Palestinian life, land and water resources!

For more information on how to get involved, email jvpboston@gmail.com
SodaStream products are manufactured in an Israeli settlement, Ma'aleh Adumim which stretches from East Jerusalem to the Jordan River Valley and effectively disconnects Ramallah and Bethlehem – two of the largest Palestinian economic centers in the West Bank. There are over 500,000 settlers leaving in at least 120 settlements and 100 outposts, many built on private Palestinian land. All settlements are illegal according to International law. Information about this is available from the Israeli human rights organization B'Tselem at: http://www.btselem.org/download/201007_by_hook_and_by_crook_eng.pdf

Until a just peace is achieved in which Palestinians and Israelis have equal rights regardless of their ethnicity and religion, conflict will continue to boil in the region. By supplying Israel with $8.2 million in military aid each day, the US is implicated in Israel's widespread human rights abuses and violations of international law (like the continuous expansion of Jewish-only settlements).

What can you do to help?

You can do your part to bring peace to the Middle East, and redirect millions of dollars to vital human services like education and health care. One way to do this is to refuse to support companies that do business in Israeli settlements. We ask you to:

- **Refuse to buy SodaStream products, and ask your friends & family to do the same.**
- **Educate local managers of stores that sell SodaStream products about where they come from and what that means.** In addition to local, independent stores, retail chains that now carry SodaStream products in the Boston area include Target, Staples, Bed, Bath & Beyond, Best Buy, Macy’s, Walmart, Costco, Kohl’s, Sears, Home Depot and JC Penney. When you buy anything from these stores, give the cashier the “Don’t Stock SodaStream” card. *(Ask us for the card!)*

Don’t be fooled: SodaStream products are shipped through their facility in Israel and are marked as “Made in Israel,” when in reality they are made in occupied Palestine.

Although stocking decisions often are made at far-away corporate headquarters, local managers can make a difference if they speak up!