

Friday, February 8, 2013

CONCERNS ABOUT *SODASTREAM* BUBBLE OVER

Local Groups Picket *The Bay* Over Israeli Settlement Products

Winnipeg – Several Winnipeg groups have joined together to protest a new product at The Bay – the SodaStream home carbonation system – because it is manufactured in Mishor Adumin, an illegally-established Israeli industrial area, part of the illegal Ma'aleh Adumin settlement.

The groups organizing the initiative point out that the Fourth Geneva Convention, which Israel signed, prohibits Israeli colonization of any occupied territory. As one of the largest settlements, the scale and location of Ma'aleh Adumim make it one of the largest obstacles to peace.

WHO: **Winnipeg Coalition Against Israeli Apartheid**, with Independent Jewish Voices, Peace Alliance Winnipeg, Students Against Israeli Apartheid

WHAT: Information picket (leafleting) of shoppers

WHEN: Weekly on Saturdays, starting February 9, from 11 am to 1 pm

WHERE: Outside the The Bay downtown (Vaughn and Portage & Memorial and Portage sidewalks)

WHY: To call on The Bay to stop selling SodaStream products, because they are made in the massive West Bank settlement Ma'aleh Adumin, established by Israel on illegally expropriated land that used to be the Palestinian towns of Abu Dis, Azarya, A-Tur, Issauya, Han El Akhmar, Anata and Nebbi Mussa.

“Our goal is to draw attention to the fact that SodaStream’s main factory sits in Mishor Adumin, an industrial zone illegally established by the Israeli government as part of its aggressive expansion into areas that are protected by international law,” said Bassam Hozaima, a member of the Winnipeg Coalition Against Israeli Apartheid. “There is a growing movement around the world that opposes the Israeli occupation of Palestinian land, and one of the actions we encourage is to boycott Israeli settlement products like SodaStream.”

The groups involved in the weekly picket want to draw the attention of shoppers and retailers to the situation in Israel and the occupied Palestinian territories. The groups are bolstered in their action by Palestine’s new status as a non-member observer state at the United Nations, because this increases chances to hold Israel accountable to UN resolutions, through the International Court of Justice.

“SodaStream presents itself as a socially conscious, green company, yet it profits from stolen land and oppressed Palestinian workers,” said Dianne Baker, one of the organizers of Saturday’s picket at The Bay. “We’re asking shoppers and stores to take action, to tell SodaStream to stop profiting from Israel’s growing military occupation of Palestinian lands.”

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