

CHALLENGE BIG TOBACCO

Your support saves lives, secures global policy curbing illicit tobacco trade

- Five years in the making, illicit trade protocol adopted at treaty meetings in South Korea
- You prevented industry from derailing this and other progress on the global tobacco treaty

Every year, governments lose tens of billions of dollars to tobacco smuggling: dollars that could be directed at programs preventing addiction to tobacco products. While the tobacco industry's PR spins smuggling as a danger of increased regulation, Big Tobacco is actually complicit in illicit trade worldwide. It not only avoids paying taxes this way, it also pries open new markets for brands like Philip Morris International's Marlboro, putting cheap cigarettes in children's hands.

Your commitment to stop the smuggling and related industry obstructionism has paid off. At recent negotiations of the global tobacco treaty—a treaty you ensured adoption of in 2003—175 countries adopted measures to halt the illegal trade behind the world's largest preventable epidemic.

Progress on this and other treaty measures was hard-earned. While front groups swarmed the conference center, Big Tobacco bullied governments into including industry representatives on delegations and recalling health advocates from the meetings.

“Illicit trade has long been one of Big Tobacco's deadliest smokescreens. This victory has been a long time coming and promises to save lives for generations to come.”

PATTI LYNN | DEPUTY DIRECTOR

But with your support, public health won the day. At every turn, Corporate Accountability International and its allies defied Big Tobacco's intrusion

and succeeded in getting the industry removed from treaty negotiations. Thanks to you, delegates made critical progress to save millions of lives from the ravages of Big Tobacco.

Next in the campaign to Challenge Big Tobacco

With your backing the organization will work globally with allies to:

- Run hard-hitting advocacy and media campaigns protecting public health policy from Big Tobacco's intimidation.
- Challenge Big Tobacco's attempts to bully countries into abandoning the treaty's lifesaving measures.
- Prevent industry interference in the implementation of the new illicit trade protocol.



Pictured: The Corporate Accountability International team at the recent treaty in Seoul. In addition to curbing tobacco smuggling, you helped pave the way for countries to hold Big Tobacco liable for the sky-rocketing healthcare costs related to its products.

Congratulations! Organization wins a second BENNY

Your efforts to hold Big Food accountable honored



I hope you're as proud as I am. Corporate Accountability International's Value [the] Meal campaign was recently awarded a "BENNY." It's an annual honor bestowed by the Business Ethics Network (BEN), a network of accomplished organizations in the corporate accountability movement.

The BENNY recognizes your contributions in curbing junk food marketing to kids, exposing supply-chain abuses by the fast-food industry and unifying leading health professionals in advocating a more sustainable food landscape.

And this isn't Corporate Accountability International's first BENNY. You may remember, the Think Outside the Bottle campaign garnered the award in 2007, shortly after its launch. The BENNY provided great momentum to the campaign's work to rein in the abuses of the bottled-water industry and shift the public climate around bottled water. Thank you for making this impressive achievement possible...again!

A handwritten signature in black ink, reading "Kelle Louailier".

KELLE LOUAILLIER | EXECUTIVE DIRECTOR

CHALLENGE CORPORATE CONTROL OF WATER

Thought leaders call on World Bank to shut the spigot on private water

A who's who of leading economists, public health officials and former World Bank officials are calling on President Jim Yong Kim to move the World Bank to divest from, and end its support of, private water projects. Such investments harm, rather than extend, water access around the world.

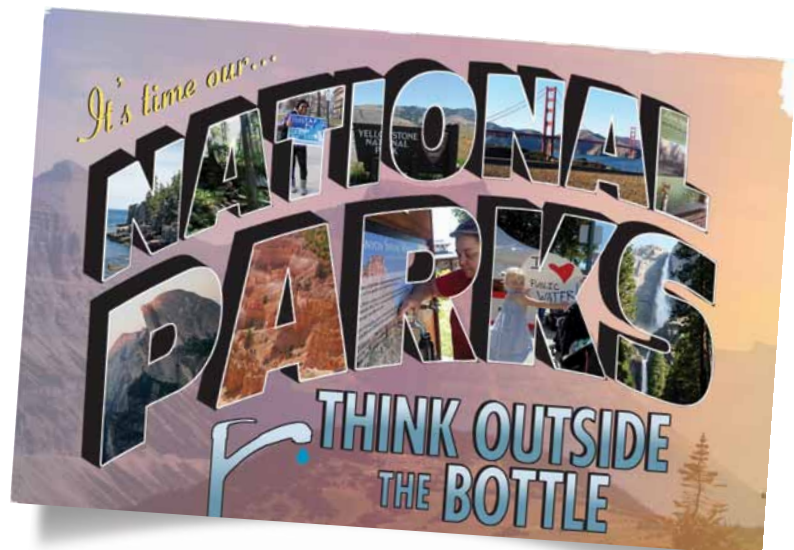
Partners like you helped identify and secure commitments from these influential figures as part of the organization's overarching strategy to bring an end to the World Bank's leading role in putting public water in private hands.

"In a world where one in nine go without clean, safe water, the World Bank can make a world of impact," said Gigi Kellett, Campaigns Director. "Upholding the basic human right to water will not only align the World Bank with its stated mission to alleviate poverty, but will also save millions of lives."

What time is it? Time for national parks to think outside the bottle!

For too long, the bottled-water industry has coerced U.S. national parks into serving as billboards and concession stands for an ecologically damaging product: bottled water.

But your support is helping to end this trend. The Grand Canyon and at least 13 other parks have defied industry pressure and stopped selling bottled water in their facilities. Harnessing this groundswell, you'll help launch a new initiative this year to move even more parks around the country to go bottled water free and promote the tap.



By going bottled water free, national parks—long-time symbols of democracy—will send the strong message that our national parks are not for sale and neither is our water.

What this work means to you

Delight Dodyk, who taught American women's history at Drew University and chaired the Women's Project of New Jersey, joined Corporate Accountability International during the Infant Formula Campaign and its Nestlé boycott in the late 1970s



How did you first get involved with the Nestlé campaign?

The organization drew the public's attention to the harmful consequences of Nestlé's marketing of infant formula, and the campaign got quite a lot of publicity among women's groups. I was active in the women's movement then, and I also heard about the work from women in my Unitarian church.

At the time, my daughters were young teenagers, and it was something they could understand. So they got involved, too.

“With the Nestlé campaign, I thought, if women didn't support that effort, who would?”

Why did you decide to become a donor?

With the Nestlé campaign, I thought, if women didn't support that effort, who would? It was easy for our family to boycott Nestlé products. And, in the Nuclear Weaponmakers Campaign, it was easy for us to boycott GE light bulbs. General Electric, prior to the conclusion of the campaign, was the nation's leading manufacturer of nuclear weapons. That's one of the reasons I decided to support the campaigns financially. It seemed a

more substantive way to support the efforts.

What has been exciting to you about the development and impact of the organization?

One reason I continue to support Corporate Accountability International is because it's become active and effective in the U.N. and in global grassroots efforts. The organization has the ability to not only exact change from abusive corporations, but also be an effective player in the policy-making arena. It understands where power lies and works with U.N. agencies that can, in particular, improve health issues around the world.

I feel very grateful that the organization allows me the opportunity to be involved in these issues on an international level.

CORPORATE HALL OF SHAME

Your vote for the worst of the worst tallied

Monsanto inducted into Corporate Hall of Shame...again

Over the last year, the Big Ag giant's meddling in policy-making didn't win it any favors in the court of public opinion.

Not only did it pour millions into California to defeat a ballot measure to label genetically engineered food products, it also attempted to gain immunity from federal law by slipping

a rider into the now-stalled Farm Bill. The rider would have allowed the biotech industry to plant genetically modified crops, even if a federal court ordered the planting be halted until the completion of an Environmental Impact Statement.

Now, it's up to you to make sure Monsanto feels the heat. Corporate

Accountability International is partnering with the Organic Consumers Association in calling on the current Congress to make sure Monsanto doesn't weaken the Farm Bill this time around.

Take action at
[StopCorporateAbuse.org/
MonsantoHallOfShame](https://StopCorporateAbuse.org/MonsantoHallOfShame)

The successes in these pages are made possible with your support. Thank you!

ABOUT US:

Corporate Accountability International stops life-threatening abuses of global corporations and increases their accountability to people around the world.

CHALLENGE CORPORATE ABUSE OF OUR FOOD

Thanks for sending McDonald's packing from hospitals

Truman Medical Centers ousts the burger giant

Following the successful launch of Food MythBusters (see below), the Value [the] Meal campaign celebrated another significant victory when Truman Medical Centers ended its contract with McDonald's. McDonald's franchises in hospitals—especially in children's

hospitals—is high-impact marketing, giving the corporation an undeserved association with healthfulness.

The decision came months after you asked hospitals like Truman Medical Centers to put kids' health first and end their contract with the fast-food

giant. You helped build a network of more than 3,000 of the nation's leading cardiologists, children's psychologists, pediatricians and other public health professionals to stand beside you in this call. Your efforts are making a tremendous difference—thank you!



You were the organizing force behind **Food MythBusters**, the new collaboration with best-selling author Anna Lappé. Together, we moved tens of thousands to take action challenging Big Ag and garnered stories in top media outlets from The Nation to Forbes. Anna Lappé and her mother, Francis Moore Lappé (pictured), spoke at a "sneak preview" event in Boston organized in collaboration with Oxfam America and the Small Planet Institute. It was one of 35 events to publicize the project, which unspins Big Ag's claim that we need industrial agriculture to feed the world.

BECOME A MONTHLY DONOR!

- > Send in the enclosed envelope > Visit StopCorporateAbuse.org
- > Contact Membership Manager Christine Bryant (617) 695-2525

Sustain this work to protect human rights, public health and the environment

With \$10, \$25 or \$50 a month, you can become a leading partner, providing the dependable base of support needed to deepen campaign impact and create long-lasting social change.

"I'm inspired by Corporate Accountability International's clear vision and bold strategies for success. With this winning combination the organization has already achieved so much. I'm delighted to know, as a monthly giver, I'm part of the work towards a world free of corporate abuse."

MIMS BUTTERWORTH | MONTHLY GIVER

Why monthly giving?

- > Your gifts work faster and more efficiently to make a bigger impact.
- > You receive insider updates on campaign progress and victories, keeping you up to date on the influential role you have in creating a more just and equitable world.
- > It's easy to participate and you save resources and expenses.

Thank you for your partnership!

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