

CHALLENGE CORPORATE CONTROL OF WATER

Your support moves parks to think outside the bottle, resist Coke

- > Golden Gate and Mount Rainier take the lead
- > Thanks to you, editorial boards urge action



PHOTO: You helped rally more than 40,000 national park goers and 150 organizations to call on parks to go bottled water free. Left to right: world-renowned rock climber Hans Florine, San Francisco Supervisor David Chiu, organizer Hanna Saltzman. Photo credit: Brooke Duthie

Golden Gate and Mount Rainier are leading the next wave of parks going bottled water free. They were urged on by the overwhelming grassroots support and widespread media coverage you helped generate (see box). With this move, national parks are not only supporting the national commitment to the tap, they are also upholding the basic human right to water.

Not surprisingly, Coke and its trade associations are attempting to obstruct parks' efforts to buck the bottle—as they did when the Grand Canyon moved to phase out bottled-water sales.

But thanks to supporters like you who rallied behind park officials, the iconic park is now a model for others.

“For decades, Coke has used our national parks as a billboard and concession stand for its eco-unfriendly product. In taking action, parks are sending a clear message: our water is not for sale, nor are our parks.”

PATTI LYNN | DEPUTY DIRECTOR

As we celebrate the 100th anniversary of the parks, your backing is more crucial than ever. Together, we'll support parks going bottled water free, and hold them up as an example for still more parks to follow suit.



FINANCIAL TIMES



The Washington Post



USA TODAY

Wave of worldwide media

> Recent campaign activities—from moving national parks to stand up to Coke, to exposing McDonald's predatory marketing—garnered incredible media coverage. Just a sample: spots on NPR and Good Morning America, a front-page piece in the San Francisco Chronicle, widely read articles in USA Today and coverage from Brazil to China.

With a combined circulation of almost 300 million, these articles spread the word far and wide about the vital issues you support. Thank you!



Did you see this?

In these pages, you'll read about the tremendous impact you are having in curbing the abuses of some of the world's most powerful corporations. In addition, the organization is also closely monitoring these concerning stories of corporate malfeasance, working with allies to urge accountability:

> **Global corporations draft "NAFTA on steroids" behind closed doors:** The U.S. is currently negotiating a trade agreement called the Trans-Pacific Partnership. If implemented, it will effectively gut workers' rights, devastate the environment and threaten public health protections like the global tobacco treaty. Corporate Accountability International is working with allies to demand transparency and expose corporate influence over the negotiations.

> **Who's behind the NRA and gun lobby?** Polls find the majority of gun owners support legislating increased gun safety, especially in the wake of the Boston Marathon bombings, the Newtown shooting and other recent violent tragedies. Still the National Rifle Association (NRA) continues to bully lawmakers into maintaining the status quo. Why? Because the gun manufacturers with their deep coffers are driving the NRA's agenda. As Corporate Accountability International allies expose this truth, the organization is helping to rally people nationwide to counteract the NRA's lobbying.

KELLE LOUAILLIER | EXECUTIVE DIRECTOR

A handwritten signature in black ink that reads "Kelle Louaillier".

CHALLENGE CORPORATE CONTROL OF WATER

Top World Bank officials consider your demand to stop water profiteering

Plight of affected communities in focus at Spring Meetings

At the World Bank Spring Meetings Corporate Accountability International staff spoke directly to the World Bank president and other key decision makers, including those leading the institution's initiatives on sustainability, gender and water. You helped heighten the urgency for the institution to end its support of private water projects, with their alarming rate of failure.

The World Bank has tremendous influence in the delivery of water around the world. With one in four people not having enough safe water to drink, a shift in practice could have a huge impact on one of the most critical issues of our time—the human right to water.

Your support has helped bring the concerns of experts and affected communities, from Indonesia to Bolivia,

“Around the world, people are demanding the World Bank change course and stop threatening local, democratic control of our most essential resource.”

SARAH DELUCA | DIRECTOR OF MAJOR GIFTS

to the attention of World Bank leaders. This helps ensure future World Bank policy will prioritize those in greatest need, not those who stand most to profit.

PHOTO: Campaign Director Shayda Naficy brought your concerns to World Bank executive directors (pictured) as well as other top officials. You helped shine a spotlight on the disconnect between the World Bank's mission to alleviate poverty and the devastating impact of water privatization.



MEMBER SPOTLIGHT

What this work means to you

Jamey Aebersold—renowned music educator, jazz saxophonist and recent winner of the nation’s highest honor in jazz from the National Endowment for the Arts—is also a fierce tobacco control advocate. He has been a member since the launch of the campaign to Challenge Big Tobacco in 1993.



Where does your passion for this work come from?

Ten or 15 years ago, I made a list of famous jazz musicians that I knew who smoked. So many of them died in their 40s. I recognized that tobacco corporations are addicting people and killing them long before they should die.

That’s where an organization like Corporate Accountability International comes in. You took the bull by the horns. I knew if we worked together, we’d have a much bigger effect than we could separately.

How do you see your role as a music teacher and tobacco control advocate working together?

When I teach clinics, I encourage the kids to make healthy choices. I show them the good lungs and the bad lungs and talk about not smoking.

Why do you support Corporate Accountability International?

The organization has been one of the few organizations to consistently alert people to the abuse that corporations can do to the general public. It operates honestly and tackles issues that affect the planet.

Congratulations, Jamey, on receiving the 2014 NEA Jazz Masters Fellowship Award!

What are your thoughts on Executive Director Kelle Louaillier’s 25th anniversary year?

Kelle’s an inspiration. Even when things don’t work out the way she’d like—the way we would like—she’ll come up with another plan and move right on. Nothing seems to stop her. It’s the way you have to be when challenging powerful global corporations.



CHALLENGE BIG TOBACCO

Communities to Big Tobacco: ban killer ads

World No Tobacco Day spotlights industry aggression

On World No Tobacco Day—the World Health Organization-sponsored global day of action—advocates around the world called on governments to implement, defend and enforce life-saving bans on all tobacco industry advertising, promotion and sponsorship.

As countries seek to significantly reduce rates of youth addiction by implementing ad bans, Big Tobacco has responded aggressively. It’s launched costly, intimidating lawsuits in addition to brazenly circumventing and breaking laws.

“Our children’s health can’t wait. Together, the global community is putting the brakes on Big Tobacco’s PR machine, as well as the legions of lawyers and lobbyists that give it fuel.”

GIGI KELLETT | CAMPAIGNS DIRECTOR

That’s why, together, we coordinated more than 50 actions around the world with global allies, garnering extensive global media coverage.



PHOTO: Ally Dr. Flore Ndembiyembe of Coalition Camerounaise Contre le Tabac speaks to Cameroon national television reporters about the importance of strong ad bans.

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

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

With your support, fourth-grader takes on McDonald's marketing to kids

Her plea to “stop tricking kids” comes after month of online action by moms

From online “advergames” to the ubiquitous Playlands, McDonald's envelops children in marketing. Studies, including findings from the Institute of Medicine, find that ending kid-focused junk-food marketing could improve the health of millions of children.

But McDonald's continues to shill its brand to kids, at a staggering cost to their health.

That's why 9-year-old Hannah Robertson and her mother, Kia, joined Corporate Accountability International at this year's shareholders' meeting. You helped them speak directly to CEO Don Thompson about why kids and moms aren't “lovin'” McDonald's



marketing, which undermines the choices parents make for their children.

 **Join Hannah, Kia and mom bloggers in exposing McDonald's predatory marketing. Take action at MomsNotLovinIt.org**

PHOTO: Hannah's appearance at the McDonald's shareholders' meeting created a media firestorm (see front page), putting enormous pressure on the burger giant, which was already facing mounting criticism for its marketing to kids.

MAKE A BEQUEST

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

Join Jamey Aebersold (see member spotlight) and a growing number of members who are including Corporate Accountability International in their will or other estate plans.

For further information, contact Membership Director Robert Peek at (617) 695-2525 or email Legacy@StopCorporateAbuse.org.

Why make a bequest?

- > You direct your estate to something you care deeply about.
- > You have a personal way to meet your estate planning goals.
- > You guarantee deep and long-lasting change to build a more just and equitable world.

Thank you for your enduring support!

