

MEDIA ADVISORY

- For Immediate Release -

February 17: Day of Action against Indigo Books and Music Inc. The Boycott of Israeli Apartheid Continues

WHAT: A day of action to protest Indigo Books and Music majority shareholders' support for Israeli Apartheid. Demonstration and pickets will be held outside Indigo stores and affiliates.

WHERE: Meet outside the Israeli Consulate at 180 Bloor St. West.

WHEN: Saturday, February 17, 2007 at 1:00 PM

WHO: The day of action has been organized by the Coalition Against Israeli Apartheid (CAIA) as the culmination of the third annual Israeli Apartheid Week.

WHY: To protest Israeli apartheid by highlighting the support it receives from Indigo Books and Music majority shareholders through Heseg: Foundation for Lone Soldiers.

Heather Reisman and Gerry Schwartz, majority shareholders of Indigo Books and Music Inc., have founded Heseg : Foundation for Lone Soldiers. At its peak, it will distribute up to \$3M a year to provide scholarships and other support to former 'Lone Soldiers' in the Israeli military. 'Lone Soldiers' are individuals who have no family in Israel but decide to join the Israeli military. As Israeli soldiers, they participate in a military that enforces apartheid by operating checkpoints restricting Palestinian freedom of movement, enforces the occupation of Palestinian land, and has a documented history of human rights violations.

The demonstration and pickets on the day of action target Indigo bookstores and its subsidiaries to promote the boycott of Indigo and Chapters books. This boycott is part of an international boycott, divestment and sanctions campaign against apartheid Israel. Boycotters are calling on Ms. Reisman and Mr. Schwartz to publicly cut all financial ties with Heseg: Foundation for Lone Soldiers.

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For more information about CAIA and the Boycott, Divestment Sanctions Campaign:
www.caiaweb.org

For more information about Israeli Apartheid Week (February 12 – 17):
www.endisraeliapartheid.net