

Join the BDS movement by ...

- Boycotting and divesting from Israel and international corporations that sustain Israel's apartheid policies, colonialism and occupation
- Taking legal action towards ending Israel's impunity, including investigating and prosecuting suspected Israeli war criminals in national courts and international tribunals
- Promoting and applying pressure to implement an arms embargo against Israel as well as a freeze or cancellation of free trade and other preferential agreements with it, as a crucial and urgent step towards full-fledged sanctions against Israel
- Launching academic, cultural and sports boycotts against Israel and its complicit institutions

The Coalition Against Israeli Apartheid (CAIA) would like to thank all of our endorsers and allies, including: • Ontario Coalition Against Poverty • No One Is Illegal • Toronto New Socialists • Queers Against Israeli Apartheid • Students Against Israeli Apartheid • Faculty for Palestine • Teachers for Palestine • Labour for Palestine • Toronto-Arab Solidarity Campaign • Toronto Coalition to Stop the War • Not in Our Name (NION) • Independent Jewish Voices • Educators for Peace and Justice • Jewish Anti-Zionist Network (IJAN) • Women in Solidarity with Palestine.



Coalition Against Israeli Apartheid

For more information on how you can join in the BDS movement, please visit www.caiaweb.org or email endapartheid@riseup.net

BOYCOTT DIVESTMENT SANCTIONS

Day of Action



March 30th is Palestinian Land Day which commemorates the 1976 murder of six young Palestinian citizens of Israel who were killed by Israeli military forces. These brave youth were among thousands protesting the Israeli government's expropriation of Palestinian land to build new settlements and expand existing ones. Today, Land Day symbolizes Palestinian resistance to Israel's ongoing land expropriation, colonization, occupation and apartheid. March 30th is now also the Global Boycott, Divestment and Sanctions (BDS) Day of Action.

Today in Toronto we celebrate over five years of organizing our local BDS campaigns in unions, on campuses and throughout the community. The global BDS campaign grows stronger every day and is now supported by mainstream and influential actors worldwide. Superstars, award-winning authors, global financial institutions, major trade unions, faith groups, political parties, governments, and individuals of conscience of every kind are beginning to take action. Five years after the Palestinian Civil Society BDS call, we see signs that the unconditional support given to Israel over the decades by the international community to protect it from censure and accountability to international law is showing cracks. BDS shows the way for translating words into deeds and emotional support for justice into actions that can truly end injustice.

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WHERE? King and Bay

WHY? On Land Day we reflect on the history of Palestinian dispossession and displacement from their homes and lands by Israel's apartheid regime. Canadian governments and corporations are complicit in these crimes against the Palestinian people and are also responsible for the mass displacement of so many others through forced migration, deportation and environmental devastation.

The seat of Canada's economic engine, this intersection marks the rallying point for the nation's capital forces. Accordingly, so too should it stand as a target for those seeking to confront those forces that displace, injure and kill and wreak havoc on the environment. Among the most egregious offenders in this regard, the mining industry thrives in Canada which is home to more of the top 100 mining companies than any other country in the world. An unreleased 2009 industry report singled out Canadian mining companies as the most rampant offenders of corporate social responsibility standards on the globe. Companies such as Barrick Gold, accused of complicity in offences such as gang rape by their security personnel at their Papua New Guinea mining operation and Green Park International which builds illegal Israeli settlements on internationally recognized Palestinian land must be targeted in ways they understand: **Force Canadian financial institutions and entities to comply with both Canadian and international law and DIVEST from these offenders now.**

WHAT? In solidarity with those communities directly affected by the criminal behaviour of these companies, **No One is Illegal** and **Mining Injustice Solidarity Network** will pay tribute to some of the fallen who have died trying to bring them to justice.



WHERE? TSX

WHY? The TSX is at the centre of the Canadian economy and Canadian complicity in Israeli apartheid. We are here to call for divestment from all companies that profit from Israeli apartheid. **Teachers For Palestine** and **Students Against Israeli Apartheid** – York and University of Toronto – have each launched **divestment campaigns**. The campaigns are aimed at cutting financial ties to corporations that profit from Israeli apartheid. Students are asking their universities to divest from BAE Systems, Lockheed Martin, Northrop Grumman and Hewlett Packard. Teachers for Palestine, as members of the Ontario Teachers' Pension Plan, are calling for the Plan to divest from Cement Roadstone Holdings, Siemens AG, Macdonald, Dettwiler and Associates, Lockheed Martin and Finning International. **For more information visit www.caiaweb.org/tfp and <http://toronto.saia.ca/>. Divest Now!**



WHERE? Roy Thomson Hall

WHAT? We gather here for a moment of silence for fallen comrades. We honour Land Day and the Palestinian martyrs who were killed 35 years ago. We honour all Palestinians who have been killed by Israel's apartheid regime. We honour all those who have died in the uprisings in Tunisia, Egypt, Algeria, Yemen, Bahrain and Libya. We honour the murdered and missing Aboriginal women and all those who have died resisting colonialism here on Turtle Island. In this spirit of remembrance, we encourage everyone to attend a **memorial gathering for David Noble** – a courageous activist and educator, who had a deep commitment to justice for Palestine. It will be held **today at 4pm at the Cecil Community Centre, 58 Cecil Street** (just east of Spadina, on intersection south of College).



WHERE? Metro Hall

WHY? The **Ontario Coalition Against Poverty (OCAP)** and many other groups across the city are fighting back against Ford and his cuts to services for poor and working people. We stop at Metro Hall to address issues of poverty and displacement in our own city. We are here to recognize that the struggle against the forces of capital and greed in Toronto and across Turtle Island is also the struggle against the forces that create and perpetuate war, imperialism, occupation, and apartheid against people around the globe. The governments and forces that keep people poor are the same governments and forces that invade, occupy, murder and commit ethnic cleansing and genocide.

WHAT? We stand together at Metro Hall to show the importance of community mobilizing and resistance in the fights against austerity, war, occupation and apartheid. **Fight to win!**



WHERE? Mountain Equipment Co-op

WHY? As one of Canada's foremost outdoors retailers, as well as one which purports to maintain a strict ethical sourcing policy, Mountain Equipment Co-op continues to sell products developed and produced by Israeli military contractor, Source Vagabond. Currently carrying over 30 products made by Israeli companies, official MEC policy is that they refuse to "take sides" in the Israel-Palestine conflict. However, by actively supporting a supplier to the Israeli military and by normalizing business relations with companies operating in what is widely considered an apartheid state, MEC appears to be taking sides quite clearly. Many people believe, as MEC does, that "business can advance human rights"; however, by ignoring Israel's defiance of over 30 UN resolutions, condemnations of the state by prominent world leaders, and the Palestinian call for boycott, divestment and sanctions, MEC hardly seems to be in keeping with that philosophy. Tell MEC to stand by their own beliefs by refusing to purchase products with the Made in Israel label on them and inform MEC of your decision.

WHAT? In keeping with MEC's design as a co-op responsible to its members, concerned MEC patrons will present the store with comment cards reflecting their dissatisfaction with current MEC business practices.