



Want to make a difference
for human rights?

**Help Palestinians
end the occupation.**

Boycott Puma!



Millions of Palestinians live under Israel's **brutal and illegal** military occupation. They have just the same right as everyone to a normal existence, free of **ongoing colonisation, discrimination and savage repression**. It is one of the most serious, systemic human rights violations in the world and the Australian government says and does almost nothing about it.

Together, **ordinary people can act and make a difference**. The Boycott Divestment and Sanctions campaign asks everyone of goodwill to **boycott companies profiting from Israel's relentless attacks on Palestinians**.

One such company is global sportswear manufacturer Puma. Puma is the main sponsor of the Israel Football Association (IFA), which includes teams in Israel's illegal settlements on occupied Palestinian land.

Puma also does its Israeli manufacturing in illegal settlements. Under international law, these settlements are **war crimes**.

Puma's sponsorship of the IFA makes it directly complicit with Israel's breaches of international law and human rights violations and its illegal system of Apartheid.

In Australia, Puma is a major sponsor of Athletics Australia, Melbourne City FC, Carlton and Richmond football clubs, and the Melbourne Vixens. More than 200 Palestinian sports clubs have **called on Puma to stop supporting Israel's illegal settlements**.

You can make a difference to one of the biggest human rights violations in today's world:

- Commit to not buying Puma until it stops supporting Israeli Apartheid
- Ask Australian sporting organisations to do the same

Act now!

Use the points above to contact Puma and the clubs it sponsors, or to comment on their social media. You don't have to say much – just say that you won't buy Puma until they stop supporting the theft of Palestinian land – and that clubs shouldn't be taking sponsorship from a company which doesn't care about Palestinians' human rights.

Call Puma's headquarters in Melbourne on 1800 811 511, or call or visit your local Puma shop. Email Puma: info-au@puma.com

Contact these organisations asking them to review their deals with Puma, or comment on their social media:

Athletics Australia on (03) 8646 4550
Email: athletics@athletics.org.au

Melbourne City FC on (03) 9457 1765
Email: info@melbournecityfc.com.au

Carlton Football Club on (03) 9387 1400
Email: blues@carltonfc.com.au

Richmond Football Club on (03) 9426 4400
Email: info@richmondfc.com.au

Queensland Maroons on (07) 3367 6000
Email: rugbyleague@qrl.com.au

There are lots of other ways to support the movement for justice for Palestine too. Get involved with Boycott Divestment Sanctions Australia. More information on this and other campaigns on our website: bdsaustralia.net.au

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