

Tell MEC to stop supporting Israel's war crimes

Today, 11 months after Israeli warplanes launched a three-week long assault on the Palestinian people, Gaza is still a prison camp patrolled by the Israeli military.

In addition to killing more than 1,000 Palestinian civilians and injuring at least 5,000, the **“deliberate and systematic policy on the part of the Israeli armed forces to target industrial sites and water installations... amounts to a war crime,”** according to the September 2009 Goldstone report to the UN.



White phosphorus shelling of a UN school

MEC house brand partner Source Vagabond brags that “50,000 [of its hydration packs] have been purchased by the IDF [Israeli Defense forces].” Some of these were used during Israel's assault on Gaza that killed more than 430 Palestinian women and children.

Source Vagabond's slogan is **“Hydration is Essential In the Heat of Battle.”** But apparently this does not extend to the more than 500,000 Palestinian civilians who had no running water in Gaza (and one million who only had it for 1-2 hours per day) during January 2009 because of Israel's deliberate attacks on civilian infrastructure such as water wells and treatments systems.

A intentionally-created humanitarian catastrophe has existed in Gaza before and since the recent massacre. For three years, 1.5 million Gazans have been collectively starved and denied water and basic medicine by illegal Israeli policies actively supported by the Canadian government. In May 2008, Jimmy Carter called the blockade “one of the greatest human rights crimes in the world.”

Israel's blockade of humanitarian goods for Gaza is “one of the greatest human rights crimes in the world.”
– Jimmy Carter, May 2008

This campaign calling on MEC to boycott Israeli factories is based on a 2005 call from over 170 grassroots Palestinian organizations for a global campaign of Boycott, Divestment and Sanctions (BDS) against the State of Israel similar to those applied to South Africa in the apartheid era. The BDS campaign demands that Israel recognize the Palestinian people's inalienable right to self-determination and fully complies with the precepts of international law by:

1. **Ending its occupation and colonization of all Arab lands and dismantling the Wall;**
2. **Recognizing the fundamental right of Arab-Palestinian citizens of Israel to full equality;**
3. **Respecting, protecting and promoting the rights of Palestinian refugees to return to their homes and properties as stipulated in UN resolution 194.**

Despite repeated condemnations from the United Nations and the International Court of Justice, the international community has failed dismally to force Israel to comply with international law. Boycotts, divestment and sanctions are the most effective means for achieving justice and genuine peace in the Middle East by isolating Israel internationally and refusing to normalize economic, political, academic, and cultural ties with Israel.

CHOOSE PEACE NOT WAR



Don't Buy Israeli Goods at mec

**November 28 Day of Action for the
UN International Day of Solidarity with the Palestinian People**

**BOYCOTT ISRAELI
APARTHEID CAMPAIGN**

BoycottIsraeliApartheid.org
boycottapartheid@gmail.com

WHAT THIS DAY OF ACTION IS ABOUT

In recognition of the UN's International Day of Solidarity with the Palestinian People, we are picketing Mountain Equipment Coop (MEC) stores across Canada and asking shoppers not to purchase Israeli goods.

During its brutal three-week assault on Gaza earlier this year, the Israeli military killed 1387 Palestinians, the vast majority of them civilians. A recent report to the UN by Judge Goldstone concluded that Israel's attack was "designed to punish, humiliate and terrorize a civilian population."

Since its founding in 1948, the State of Israel has systematically oppressed the Palestinian people and denied them the fundamental rights of freedom, equality and self-determination. The ongoing illegal occupation of Palestine is defined by racism, dispossession, and brutal violence, as the recent massacre in Gaza has demonstrated.

Israel's attack on Gaza was "designed to punish, humiliate and terrorize a civilian population." – Judge Goldstone, UN Report

Since the Gaza massacre, the global Palestinian-led movement calling for Boycott, Divestment and Sanctions until Israel complies with international law has accelerated. In Canada, members have been asking MEC to end its "partnerships" Israeli factories, including military contractors, that produce MEC brand seamless underwear and hydration systems. These partnerships are antithetical to MEC's promotion of itself as an organisation with "rigorous ethical sourcing requirements," and its professed belief that "business can advance human rights."

MEC's house brand "partner" for hydration systems is Source Vagabond, an Israeli military designer and supplier that boasts on its website (www.source-military.com) "[Founder] Yoki and most of the members of our R&D team are experienced ex officers of elite IDF (Israeli Defence Forces) units."

"The best strategy to end the increasingly bloody occupation is for Israel to become the target of the kind of global movement that put an end to apartheid in South Africa." – Naomi Klein

As Naomi Klein said in January 2009, "The best strategy to end the increasingly bloody occupation is for Israel to become the target of the kind of global movement that put an end to apartheid in South Africa."

Until MEC reverses its position on sourcing from Israel we are asking MEC members to take action, as described on the following page.

WHAT YOU CAN DO TO HELP

- ★ Do not buy products made in Israel at MEC
- ★ Leaflet a MEC store (download printable leaflet from boycottisraeliapartheid.org)
- ★ Ask friends and relatives not to buy Israeli goods at MEC
- ★ Vote for MEC board members who support a boycott of Israeli suppliers
- ★ Whatever else you do, please tell the MEC store manager or email the CEO about your actions and ask that MEC halt all dealings with Israeli companies. Email: dLabistour@mec.ca and cc to boycottapartheid@gmail.com

ISRAELI PRODUCTS TO BOYCOTT AT MEC

MEC Brand

Mountain Fountain Big Hydration Pack*

Mountain Fountain Standard Hydration Pack*

Mountain Fountain Tour Hydration Pack*

*Includes Source Vagabond Hydration System

Seamless underwear, including: Bootcut Long Johns, Seamless Boxer Briefs, Seamless Briefs, Seamless Classic Briefs, Seamless Long-Sleeved Crew, Seamless Short-Sleeved Crew, Seamless Tank w/Bra



Source Vagabond

Clear Hydration system

Liquitainer Drinking Bottle and Replacement Cap

Quick Connect and Tube Insulator

WXP Hydration System



Cadillac Nylon Hiking Brush

Nike ACG Elite Running Quarter Socks



Patagonia Seamless underwear, including: Active Barely Bra, Active Boy Shorts, Active Hipster, Active Mesh Bra



RESOURCES

For information on the MEC campaign and Source Vagabond:

www.boycottisraeliapartheid.org

For information on Boycott Divestment Sanction Israel campaigns:

www.caiaweb.org or www.bdsmovement.net or www.bigcampaign.org

For comprehensive lists of Israeli companies profiting from the occupation:

www.whoprofits.org and www.gush-shalom.org/Boycott/boyceng.htm