

**CENTRE DE RECHERCHE-ACTION
SUR LES RELATIONS RACIALES**

Unis pour la diversité et l'égalité raciale



fondé en / founded in
1983

**CENTER FOR RESEARCH-ACTION
ON RACE RELATIONS**

United for Diversity and Racial Equality

October 5, 2007

Mr. Dave Burwick
President and Chief Executive Officer
Pepsi-QTG Canada
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**MEMBRE
MEMBER**

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Force Development
Ottawa

Table de concertation
des organismes de
service aux réfugiés et
personnes immigrantes
Montréal

**RE: Concert given by Elephant Man at the Rialto, October 5th, 2007 -Pepsi's
Sponsorship of A Hate Artist**

Sir:

It has been brought to our attention that your company, Pepsi Canada, publicly sponsors or is associated with the concert of Elephant Man, a reggae artist from Jamaica, that will take next Friday, October 5, 2007 at the Rialto in Montreal.

As you are no doubt aware, Elephant Man is widely known for advocating, in his music, violence against gays and lesbians. He is, to gays and lesbians around the world, a symbol of hate and discrimination. He has been the object of much criticism and boycott in Europe and the U.S. for his glorification of homophobic violence. This is contrary to Canadian values and laws on equality and security, including the *Quebec Charter of Human Rights and Freedoms* and the *Criminal Code*.

Last week, a coalition of groups in Toronto and Montreal has, through press conferences and other official representations, called upon the federal government to deny all hate-mongering artists entry into Canada and upon the Canadian music and entertainment industry to stop supporting, promoting, sponsoring and doing business with people who actively promote criminal violence and hate.

In the last two weeks, the Canadian Auto Workers, Kool Haus in Ottawa and Capitol Hill in Ottawa have cancelled the leasing of their venues to the organizers of Elephant Man's concerts, leading to the cancellation of four concerts. The Canadian Jewish Congress has also asked the federal immigration minister to revoke the visa and remove Elephant Man and another reggae artist, Sizzla, from Canada. NDP MP Olivia Chow has also written to the Minister to press for similar actions.

We wish to inform you that CRARR has asked the Quebec Human Rights and Youth Rights Commission as well as local law enforcement authorities to investigate and monitor Elephant Man during his visit to Montreal and his performance at the Rialto.

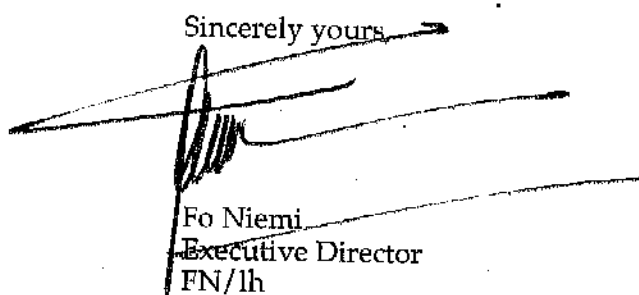
460 Sainte-Catherine Ouest, Suite 610, Montréal, Québec, Canada H3B 1A7
514.939.3342 • Fax: 514.939.9763 • crarr@primus.ca

Regrettably, we noted that Pepsi is visibly featured as a sponsor in the poster for the Montreal concert (see enclosed). We are certain that Pepsi representatives were not aware of the reputation of Elephant Man, otherwise it would not have associated itself with such a reprehensible symbol of hate that has been condemned in many countries. Such an association only compromises Pepsi's image and standing as a socially responsible corporate citizen both at home and abroad.

We therefore call upon Pepsi Canada to formally disassociate itself from and publicly repudiate Elephant Man, out of ethical and moral considerations. We strongly encourage Pepsi Canada to affirm its commitment to fundamental Canadian values of equality, diversity and freedom and to Canadian civil rights.

Looking forward to hearing from you, we remain,

Sincerely yours,



Fo Niemi
Executive Director
FN/lh

Enclosure

c.c. Stop Murder Music (Canada) organizations

VENDREDI 5 OCT. 2007
FRIDAY OCT 5TH 2007

BAD BOY RECORDING ARTIST
Elephant Man

SONY MUSIC RECORDING ARTIST
KAT DE LUNA

FOR THE FIRST TIME ON STAGE TOGETHER!!!



SONY & BMG



BASS MINT

PEPSI

