

February 16, 2016

James Quincy, President and Chief Operating Officer
J Alexander Douglas, President and Chief Operating Officer, North America Group
Clyde Tuggle, SVP, Chief Public Affairs and Communications Officer
Kathy Waller, Executive Vice President and Chief Financial Officer

Dear Mr. Quincy, Mr. Douglas, Mr. Tuggle, and Ms. Waller,

On behalf of 6 groups representing more than 14 million people we are calling on you to cancel your sponsorship of a Donald Trump-led Republican National Convention. This includes any monetary and in-kind contributions to the Host Committee for the Republican National Convention as well as any in kind contributions to the Republican National Committee in exchange for promotional consideration. Any sponsorship of a Trump-led convention will be an endorsement of his hate-filled and racist rhetoric and runs counter to the values of The Coca-Cola Company.

Based on your corporate sponsorship of the 2012 Republican National Convention we have reason to believe that your company is planning to again sponsor the RNC this year. We believe it is a sign of strong corporate leadership for you and your company to refrain from sponsoring Donald Trump's hateful and divisive rhetoric.

Donald Trump has repeatedly disparaged Latino, Muslim, and Black communities as well as women and people with disabilities with his hate speech, misogyny, anti-Muslim bigotry, and racism. This violent and eliminationist rhetoric has inflamed a national atmosphere already hostile to these groups, and has been inspiring violent attacks. We have seen people beaten, threatened and forcefully ejected from his rallies. His demagoguery and intolerance are fueling an alarming rise in the number of hate crimes committed against Muslims as well as significant increases in the membership of white supremacist groups. And throughout the country we've seen repeated harassment and horrific violence against Latinos by his staff and supporters.

Trump's hateful rhetoric and racist pandering has been widely heralded by white supremacist leaders like former KKK Grand Wizard David Duke and has even resulted in the white nationalist American National Super PAC funding robo-calls in Iowa in support of his campaign. From this emboldening of white supremacists and Trump's unchecked rhetoric he has made it clear that under his presidency Black people, Latinos, immigrants, women, and Muslims will be either second class citizens or entirely unwelcome in this country. As a company that prides itself on championing diversity, we believe it is a great sign of corporate responsibility and decency for your company to ensure its dollars and brand are not used to provide a platform for pushing this violent and racist rhetoric.

This is not about politics. It's not about Democrats and Republicans, or the political left and right. Trump is encouraging violence towards Latinos and immigrants, Black people, women, and Muslims in an effort to pander to some voters' most base instincts. Trump's stereotypical and violent rhetoric brings real life consequences for people and as long as companies keep financing platforms for Trump to push his race-baiting message, the number of violent attacks against minority groups and women will continue to grow.

As a major leader in the business community, a commitment on the part of The Coca-Cola Company to refrain from sponsoring a Donald Trump-led Republican National Convention would send a strong message to the public, the RNC, and other companies that Trump's demagoguery and intolerance is not acceptable.

Sincerely,

America's Voice
ColorOfChange
CREDO Action
Million Hoodies
MoveOn
Presente.org