



Lafayette Avenue Presbyterian Church

Founded in 1857

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The Rev. David W. Dyson
Pastor

March 17, 2014

Dear President Sexton and Members of the University Senate,

For some years now, members of the faith community have been aware of the terrible record of the Coca-Cola Company with respect to labor, human rights, and environmental issues. Coca-Cola, as you know, also plays a major role in the controversy surrounding childhood obesity, high blood pressure, and diabetes epidemics.

We have recently learned that Barry Diller, a member of The Coca-Cola Company's Board of Directors, is also a member of NYU's Board of Trustees and a very large stockholder in Coca-Cola. As a board member and a stockholder, Mr. Diller himself, as well Coca-Cola, must be held accountable.

NYU took the moral high road from 2005-2009 by removing all Coke products and banning the marketing of Coca-Cola beverages, but brought Coke back on campus based on false premises and in violation of the University Senate Resolution which led to its removal in the first place. Shortly thereafter, Mr. Diller purchased another \$20 million of Coca-Cola stock and now owns some \$160,000,000 worth.

Since Coca-Cola returned to NYU, there have been a number of books, reports, news articles, documentary films, lawsuits and websites documenting this company's sordid past and present criminal and other unethical conduct. Charges of Coca-Cola's complicity in violence against union leaders and members of their families in Colombia and the company's actions to prevent any legitimate independent investigation led to Coke's ban in 2005. Since then the company has become embroiled in numerous other human rights lawsuits filed on behalf of current and fired Black and Latino workers for racial discrimination and for violence in Guatemala. The "New York Daily News" reported on lawsuits describing Coca-Cola plants in New York City and Westchester County as "cesspools of racial discrimination."

NYU should once again remove all Coca-Cola products from campus indefinitely and publicly censure Mr. Diller or demand his resignation from NYU's board.

A campaign is growing among students, the faith community, and human rights groups to hold Coca-Cola accountable. I am available to discuss this matter with anyone at NYU or beyond.

Sincerely,

A handwritten signature in black ink, appearing to read "David W. Dyson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Rev. David W. Dyson
Pastor Emeritus, Lafayette Ave. Presbyterian Church
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A handwritten signature in black ink, appearing to read "Donna Schaper". The signature is cursive and elegant, with a heart-shaped flourish above the 'a' in Schaper.

Rev. Dr. Donna Schaper
Senior Minister, Judson Memorial Church