

COKENHAGEN PLEDGE

The Cokenhagen Pledge is an activist intervention and campaign against Coca-Cola made by **The Yes Men** in collaboration with the **India Resource Center** and New Life Copenhagen.

The intervention was launched with a press conference on December 11th 2009 at the temporary New Life Pavillion at the City Hall Square in Copenhagen, as part of the large scale event, **Hopenhagen**.

Hopenhagen is a "green" marketing campaign with **Coca-Cola as main sponsor**. The Coca-Cola slogan for the event is: "Coke – A bottle of hope"

As a reaction to this greenwashing attempt by a company that is being criticized for **stealing water** from local communities around the world, Yes Men asked the audience to take a pledge to never drink Coca-Cola again.

And now we ask **you** to do the same – do your own **video pledge at home**, upload it to Youtube and send us the link at contact@newlifecopenhagen.com

THE COKENHAGEN PLEDGE

*Put your left hand near your heart and raise your right hand.
Then say the following to the camera:*

I (YOUR NAME) PLEDGE

**WITH RESPECT FOR CRIMES AGAINST PEOPLE AND THE PLANET
FROM THIS DAY FORWARD**

FOR THE REST OF MY LIVING DAY

I WILL NEVER

DRINK COCA-COLA AGAIN

UNTIL THE COCA-COLA COMPANY STOP STEALING

THE WATER SUPPLIES OF COMMUNITIES AROUND THE WORLD