

## Each Coors You Drink Funds the Homophobic Right!

*Some of the most extreme right-wing groups are funded with Coors money through the Castle Rock Foundation. Coors family members are not merely participants in these bigoted organizations. They are the founders; they are the largest donors; they are the largest fundraisers; they hold prominent positions on the boards; and, most importantly, they take an active lead in opposing gay and lesbian rights.*

**Heritage Foundation** gets \$200,000<sup>1</sup> each year. Heritage seeks to abolish civil rights laws and affirmative action while promoting a complete ban on our participation in the military. Joe Coors founded this organization with money from Coors Brewing.

**Free Congress Foundation:** \$150,000 in 2000<sup>1</sup> each year. Free Congress is dedicated to winning the “culture war” against us. Jeffrey Coors was its chairman when they filed a brief in the Hawaii marriage case calling homosexual behavior “repugnant to... the laws of nature and nature’s God.”

**Media Research Center:** \$50,000 in 2000<sup>1</sup>. MRC is dedicated to “bringing political balance and responsibility to the media.” MRC is blatantly homophobic. It created the myth of the “liberal media.”

**Pacific Legal Foundation:** \$50,000 in 2002<sup>1</sup>. PLF fights in the courts to abolish civil rights laws, affirmative action, and minimum wage laws while defending the Boy Scouts’ homophobic practices.

### Funding Local Enemies

**Acton Institute:** \$25,000 in 2000<sup>1</sup>. This ultra-right organization, based in Grand Rapids, is dedicated to a “virtuous society where economic endeavor is consecrated to God.” They advocate stronger laws against homosexuals and a blurring the line between church and state.

**Hillsdale College:** \$143,800 in 2002<sup>1</sup>. Refuses all federal funding to escape regulations on discrimination. This school is ardently right-wing and homophobic. Jeffrey Coors is a Trustee.

*Coors funneled over \$2.7<sup>1</sup> Million dollars to these and other similar organizations in the year 2000.*

“The Stonewall Democratic Club calls on the lesbian and gay community to refrain from the purchase of Coors Brewing Company Products.”  
The Stonewall Democratic Club

## For More Information

BAMN boycott Coors page  
<http://bamn.com/boycott-coors/index.asp>  
Coors Boycott Page: [www.boycottcoors.org](http://www.boycottcoors.org)  
National Lawyers Guild Committee Statement:  
[www.nlg.org/committees/lgbt/lgbt\\_coors\\_statement.htm](http://www.nlg.org/committees/lgbt/lgbt_coors_statement.htm)  
*Citizen Coors: A Grand Family Saga* by Dan Baum  
*Coors Connection* by Russ Bellant  
*Selling Out* by Alexandra Chasin

## Act Locally!

1. **Don't purchase Coors, Killians, Zima, or Keystone products!**
2. Encourage local bars to stop selling Coors Products.
3. Contact Us:  
Queer Action Coalition  
P.O. Box 8137  
Ann Arbor, MI 48107  
[a2queernet@aol.com](mailto:a2queernet@aol.com)

The Coalition to Defend Affirmative Action and Integration and Fight for Equality By Any Means Necessary (BAMN)  
[www.BAMN.com](http://www.BAMN.com) [bamn@umich.edu](mailto:bamn@umich.edu)

### Sources:

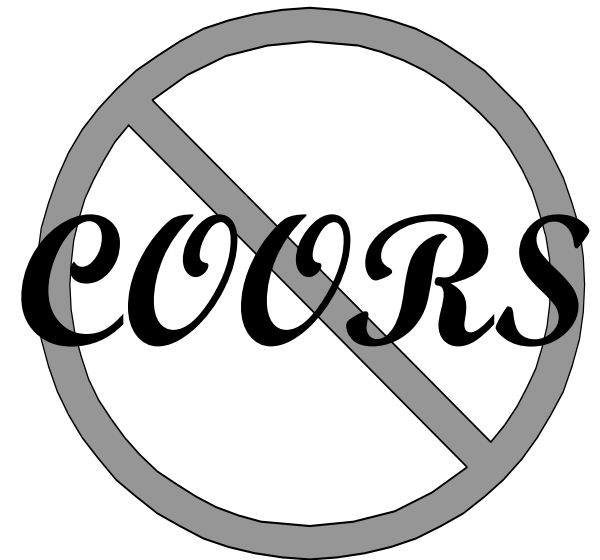
- 1 Castle Rock Annual Reports and 1099 information.
- 2 Political contributions documented on [OpenSecrets.org](http://OpenSecrets.org).

“AIDS Healthcare Foundation, in recognition of the history and ongoing role of the Coors Family in funding AIDS phobic causes, endorses the continued boycott of Coors products.”

Unanimous Statement voted on by the Board of  
AIDS Healthcare Foundation 2/25/1999

How Coors Money Hurts  
GLBT Communities

# BOYCOTT



Information from  
**BAMN**  
**Queer Action Coalition**  
September 2003

# Coors's 5 Cover-up Lies to Sell More Beer to Queers

The Coors Brewing Company operates in a very competitive industry and has identified the queer community as an important market for its products. The boycott of Coors products stands in the way of its profits.

Coors has hired gay marketing consultants and adopted gay-friendly policies for its employees in an effort to persuade the GLBT community to abandon the boycott. It has sponsored pride events, purchased advertising in gay media, and given financial gifts to gay organizations. Coors has even paid gay investment counselors to certify their company as an ethical investment for gays. All in the name of profits.

This is a cover-up. Coors gives millions to groups and individuals who attack our right to equal participation in society. These groups have spear-headed successful legal challenges to our rights as teachers, students, civil servants, diplomats, parents, scouting leaders, immigrants, residents, spouses, and citizens.

## A LITTLE HISTORY

Gays and Lesbians joined the Coors boycott in 1974. The boycott was a major grassroots effort started by the Teamsters who were joined by more organized labor, people of color, environmentalists, and finally, the GLBT community lead by slain, gay, San Francisco Councilman, Harvey Milk.

The boycott began because these groups were appalled by Coors union-busting, bigoted employment environment, and scorched-earth business philosophy. Coors used lie-detector tests on its employees during homophobic witch hunts and as part of their hiring process. Coors also poisoned the water it put in its beer for sale with chemical contamination and covered it up.

The Coors family was not only responsible for horrendous working conditions but they used their profits to found a series of organizations to promote their right-wing agenda in the country at large. The born-again Coors family funneled vast sums of money to the far right, a practice they continue to this day.

While some of the workplace issues have been resolved, Coors remains a reactionary, deep-pocketed foe of US workers, gay and straight.

“Joe Coors and his sons are also in harmony with their father on one other point: Homosexuals are an abomination in the eyes of God.”

Bella Stumbo, Los Angeles Times

## The Coors Boycott is over. NOT!

**Fact:** Some GLBT groups and businesses have chosen to abandon the boycott by accepting money from Coors. They are selling out your rights.

Most gay and lesbian people still honor the boycott. It must continue until Coors beer and the Coors family

**STOP FUNDING EXTREME RIGHT WING, ANTI-GAY INDIVIDUALS AND ORGANIZATIONS WHOSE AGENDA IS TO DESTROY US.**

## A younger Coors generation has taken over and they are less homophobic. NOT!

**Fact:** Although Scott Coors, son of the Chairman, has come out of the closet and is openly promoting Coors products to the GLBT community. He is also on record as defending the funding practices of his family.

**Fact:** Jeffrey Coors, poster child for the younger generation, leads a number of extreme right organizations like Hillsdale College and Free Congress Foundation.

**Fact:** The younger and older generations alike are active in the family businesses and foundations that fund the homophobic right.

## Coors Brewing is separate from the Coors family and foundations. NOT!

**Fact:** The Coors business empire and family foundations are controlled by the Coors family. The two are inseparable.

**Fact:** Coors family members and foundations are giving vast sums of money to reactionary causes in an effort to shove us back in the closet.

Coors is trying to have it both ways. Giving their employees domestic partnership benefits on the one hand, yet pouring money into anti-gay, anti-woman extreme foundations on the other.”

Ramona Ripston, Executive Director  
Southern California ACLU

## Buying Coors products doesn't help the extreme right. NOT!

**Fact:** Since its formation in 1997, the Castle Rock Foundation has funneled more than \$8 Million dollars to extreme right organizations<sup>1</sup>.

**Fact:** Coors money has directly helped to put right-wing politicians in power. It contributed to the political campaigns of Attorney General John Ashcroft, Secretary of the Interior Gail Norton, and Energy Secretary Spence Abraham (former Michigan Senator). They all lost their elections. In spite of this rejection on the part of the American people, President Bush included them in his cabinet<sup>2</sup>.

## Coors Brewing leads the field in gay-friendly workplace policies. NOT!

**Fact:** In 1978 Coors adopted a non-discrimination policy that included “sexual orientation”. In 1993 LAGER, the Coors GLBT resource group, was founded. In 1995 Coors provided domestic-partner benefits to the 5 to 9 eligible employees.

Giving lesbian and gay employees benefits in the workplace while taking away their rights as citizens does not ultimately benefit them.

It is important to look at the big picture— the harm Coors does to society as a whole.