

McLIBEL SUPPORT CAMPAIGN - ADOPT-A-STORE

Autumn 1996

Dear Friends

LET'S ENSURE THAT THE PUBLIC CAN JUDGE FOR THEMSELVES.....

As the trial of the century looks like it might one day draw to a end (closing speeches are set to finish in December 1996, when the Judge will retire to consider his personal 'verdict' - expected early 1997), preparations are being made to support the next stage of the campaign.

The last 6 years have seen a sustained and determined campaign to expose McDonald's practices in defiance of the company's attempts to silence its critics. **Over 1½ million leaflets have been handed out in this country alone since the writs were served on Helen & Dave**, and pickets and protests continue to grow (last year on October 16th over 250 McDonald's stores were leafleted).

With your help, we aim to ensure this continues immediately after the trial, with pickets outside every McDonald's store. The end of the trial will no doubt see McDonald's attempting to swamp the country with their hype and propaganda - they already spend over £50 million p.a. on advertising in the UK (\$1.8 billion worldwide). It is up to all of us to build on the unprecedented interest created by the trial and get out on the streets and expose McDonald's for what they really are, and to show McDonald's and other multinationals like them that we will not be silenced by their bullying tactics.

Many thousands of people have **already** pledged to continue to distribute leaflets about McDonald's, whatever the outcome in the High Court. Enclosed with this mailout is a copy of the recently updated A5 *What's Wrong With McDonald's* leaflet. It is based on widely available information and has been 100% confirmed by the evidence given in court (often by McDonald's own witnesses). **The campaign has been a roaring success and is clearly unstoppable.**

Please **'Adopt-a-Store' NOW** to assist in the co-ordinated leafletting of all 700+ McGarbage outlets when the trial ends (probably in the Winter of 1996/7) and on other future days of action. The aim is to have a group or individual campaigner associated with every branch. Where a town or city is blighted with more than one McNasty, a contact is needed for each one. Let us know the specific branch that you will be at.

Nearer the time, we hope to put other supporters in your area in touch with you, preferably by phone. Please indicate whether you are willing for your details to be passed on before the event.

Meanwhile, a list of contacts in your area is available from the address below (and may be enclosed) - you may wish to begin networking right away.

As this will be the biggest exercise of this kind that we have ever attempted, we need to begin planning now. Therefore, your immediate reply is appreciated.

The **McSpotlight** website <<http://www.mcspotlight.org/>> will be helping to coordinate the campaign. If you have access to the Internet you can find out the latest details, including whether your local store has yet been adopted and which stores still need contacts, at <<http://www.mcspotlight.org/campaigns/current/leafleting/>>. Please note: this service will be fully operational in a few weeks.

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Please complete this section.

At the end of the McLibel Trial, I will assist distribution of *What's Wrong With McDonald's* leaflets by 'adopting' the following McDonald's store:

TOWN/CITY/REGION: STREET ADDRESS:
..... (of McDonald's store)

- ♦ I AM WILLING FOR MY DETAILS TO BE PASSED TO OTHER LOCAL SUPPORTERS: YES / NO
- ♦ YOU ARE WELCOME TO PUBLICISE MY/MY GROUP'S DETAILS ON THE CONTACT LIST FOR MY AREA: YES / NO
- ♦ I AM WILLING TO HELP COORDINATE OTHERS IN MY COUNTY OR REGION: YES / NO
- ♦ I CANNOT ORGANISE FOR MY STORE, BUT WILL SUPPORT ANY EXISTING CAMPAIGNER(S) AND I AM WILLING FOR MY DETAILS TO BE GIVEN TO THE LOCAL CONTACT: YES / NO
- ♦ I CAN ALSO PICKET/LEAFLET THIS STORE ON OCTOBER 16TH 1996 - WORLDWIDE DAY OF ACTION AGAINST MCDONALD'S: YES / NO
- ♦ AND ON OTHER FUTURE DAYS OF ACTION: YES / NO

(Delete as appropriate)

CONTACT NAME:

(GROUP NAME):

CONTACT ADDRESS:

PHONE NUMBER:..... E-MAIL:

Return details to and/or order leaflets from (cost £15 per 1,000):
McLibel Support Campaign (Adopt-a-Store), 180 Mansfield Road, Nottingham NG1 3HW (Tel 0115 9585666).

Or in London to/from:

McLibel Support Campaign, 5 Caledonian Road, London N1 9DX (Tel 0171 713 1269).