



Boycott Putin Now

The Ukrainian Canadian Students' Union (SUSK) urges its member Ukrainian Students' Organizations and all Ukrainian Canadian students to support the Boycott Putin Now campaign. The initiative, spearheaded by United with Ukraine, aims to revoke Russia's hosting of FIFA's 2018 World Cup by calling on consumers to boycott sponsors of the international sporting event.

Over the past few weeks, the initiative has gained momentum and has received widespread coverage in Canada, Europe, and the United States. Eugene Melnyk, Chairman of the Campaign Advisory Committee for United with Ukraine, has spoken out about the issue: *"We have Presidents and Prime Ministers of Western nations looking for additional economic sanctions to further punish and isolate Russia. And, we have this opportunity standing right in front of us to have FIFA strip Russia of its 2018 World Cup hosting rights which is estimated to be worth \$20 billion to that country. I can think of more than 100 countries that would be far more deserving of that \$20 billion than Russia,"* said Eugene Melnyk. *"Russia has illegally invaded a sovereign nation, broken international laws and is orchestrating daily terrorist activities within Ukraine. I do not believe Anheuser Busch InBev, Visa, Kia and Sony are companies that want to align or associate their brands with Vladimir Putin and Russia. These global companies and their once loyal customers have an important principled choice to make."* Read further here: <http://ottawacitizen.com/sports/hockey/nhl/senators-extra/melnyk-leads-boycott-of-world-cup-sponsors>

Visit the website of the international campaign at www.boycottputinnow.com to access informative videos that highlight the hypocrisy of FIFA and its major corporate sponsors. The videos are available on the website in 12 different languages to help facilitate global awareness and to promote the hashtag **#boycottputinnow** through social media:

Anheuser- Busch InBev (Euronext: ABI; NYSE: BUD)
www.boycottputinnow.com/inbev #boycottputinnow/inbev

Kia Motors (OTN: KIMTF)
www.boycottputinnow.com/kia #boycottputinnow/kia

Sony (NYSE: SNY)
www.boycottputinnow.com/sony #boycottputinnow/sony

Visa (NYSE: V)
www.boycottputinnow.com/visa #boycottputinnow/visa

On behalf of the SUSK National Executive,

Christine Czoli
SUSK President