

Join the **National Protest** against **BEN & JERRY'S** anti-Israel corporate policies

1. Buy a container of ice cream.

Not Ben & Jerry's, and preferably not any of the other ice cream brands made by Unilever: Breyers, Good Humor, Klondike, Magnum, Popsicle, and Talenti Gelato.

2. Eat the ice cream!

Enjoy! This is the best part!

3. Drop the lid in this container.

Only the lid! No wrappers, no containers. Please clean and dry it thoroughly before you bring it!

4. We'll take care of the rest!

On September 9 (the day after Rosh Hashanah), our lids will join the thousands of others collected across the USA. We'll ship them to the Ben & Jerry's CEO with the message that *these* are the brands we'll continue to buy until B&J rejects BDS, strengthens its ties with Israel, and supports peace for Israelis and Palestinians alike.



DROP LIDS HERE!