

From:
USAS of NMSU

United Students *Against Sweatshops* NEW MEXICO STATE UNIVERSITY

To: All Employees of Gap, Banana Republic, Old Navy and Gap Kids stores,

"Never doubt that a small group of concerned citizens can change the world. Indeed it's the only thing that ever has."
- Margaret Mead

We are visiting the Gap store today and would like employees to know we like you – you just work here; we also express our love for the Redwood forest, exploited cotton-workers in Uzbekistan, unions busted in maquiladoras, and young women who work in sweatshop factories in Saipan and elsewhere.



Photo 1 – United Students Against Sweatshops at New Mexico State University – GAP event 11-20-03

WHY THE GAP? Gap Inc. is a paradigm of transnational exploitation and the debacle of corporate economic globalization... According to Global Exchange, "Gap claims to be a 'No Sweat' trendsetter by "eradicating sweatshops in America" and its code of conduct is supposed to guarantee workers a safe and dignified work environment. Yet as the working conditions in Honduras, Russia, Saipan, Indonesia and elsewhere demonstrate, Gap's good behavior claims are blatantly false."

The Fisher Family, founders and executives of the Gap clothing store chain, recently purchased 235,000 acres of cut-over Redwood forest in Mendocino and Sonoma Counties (CA). The Fishers' logging company, Mendocino Redwood Company (MRC), is clearcutting, spraying herbicides and logging the last of the old growth trees on these severely depleted forest lands. They also intend to log during the winter months, which is especially harmful to the endangered Coho salmon. The Fishers say they want to be "good stewards of the land." Their actions say otherwise. Mendocino Redwood Company (MRC) is financed by the Fisher family with their profits from Gap stores (a family fortune reported to be 11 billion dollars). See www.mendocinoredwoodco.com



Photo 2 – USAS enters Mall and the GAP



Photo 3 – USAS exits Gap to discuss the social action

The GAP event was organized by United Students Against Sweatshops of NMSU
<http://cbae.nmsu.edu/~dboje/usas/>



Photo 4 – Mall Security Guard asks USAS not to take pictures & Calls Las Cruces Police

As we left the mall, some USAS of NMSU students and guests stayed to face the police and to do an interview with Channel 7 News crew. I left this letter (without photos) with the USAS of NMSU club officers.

Please help protect the Redwood forest end sweatshops by closing the Gap: Stop the logging, end indentured servitude in Saipan, and change poverty to living wage. Also, store employees need a raise. Please feel free to call us with any concerns.

Sincerely,

David M. Boje, Ph.D. 532-1693

More info on the GAP, please see www.elksoft.com/gwa Global Exchange

<http://www.globalexchange.org/campaigns/sweatshops/gap/faq.html>

'We'd Rather Wear Nothing than Wear Gap' protest against the clothing store chain In Miami Beach,

November 17, 2003 http://www.gapsucks.org/gwa/roadshow/photos/reuters_miami.html

For USAS of NMSU see <http://cbae.nmsu.edu/~dboje/usas/>