

Letter from Israeli BDS activist to follow up in Germany

To

Adidas International

International Headquarters

Adidas AG

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Dear Sir or Madam,

It has come to our attention that your company, Adidas, has offered to sponsor the Jerusalem Marathon scheduled to be held in March, 2011. As members of the Jerusalem City Council we feel it is our duty to inform you that this year the path of the marathon is due to run through parts of East Jerusalem that are considered occupied territory by the international community and by us. For that reason we object to the marathon as it is now planned and believe it is important that you realize that a significant portion of the Israeli population as well as an overwhelming majority of the general population abroad will doubtless express their opposition once the details of the marathon are made public.

We strongly encourage you to join in asking that the route of the marathon fit the boundaries of pre-1967 Jerusalem until the thorny issue of the city's boundaries is set in the framework of an international agreement. As the event is now planned, we believe anyone's support -- yours, ours, or anyone else's -- is a grave mistake and encourages the violation of international law.

Sincerely yours,

Yosef Pepe Alalu, Jerusalem City Councilor  
Meir Margalit, Jerusalem City Councilor  
Laura Wharton, Jerusalem City Councilor