

This protest is endorsed by Brooklyn For Peace; Jews Say No!; Queers Against Israeli Apartheid – NYC; Students for Justice in Palestine, The New School; WESPAC Foundation



For more information:

- * BDS National Committee (BNC) bdsmovement.net
- * Palestinian Campaign for the Academic and Cultural Boycott of Israel pacbi.org
- * US Campaign for the Academic and Cultural Boycott of Israel usacbi.org
- * US Campaign to End the Israeli Occupation endtheoccupation.org

Adalah-NY: The New York Campaign for the Boycott of Israel

AdalahNY.org

10/15



End Israel's impunity

Don't harmonize with apartheid

Israel is ramping up its takeover of Palestinian land and homes in East Jerusalem, tightening its grip on Jerusalem's Islamic holy sites, and escalating its violent repression of Palestinians, those living under military occupation and those living as a suppressed minority within Israel. As a result, Palestinians have been protesting and rising up. Since October 1, Israel has killed 30 Palestinians, including eight children. Just last summer, Israel launched a massive assault on Gaza, killing 2,200 Palestinians, including more than 500 children

VIOLENCE ESCALATES AS ISRAEL THWARTS FREEDOM

Israel's actions today are part of a brutal, decades-old system of occupation, settler colonialism, and apartheid. With governments failing to act, Palestinian civil society has called for an international boycott of businesses and academic and cultural institutions that support Israel's violations of Palestinian rights.

Idan Raichel is among the targets of this Palestinian boycott call because he serves as an official cultural ambassador for a colonial state; he is an outspoken supporter of the Israeli army and government.



In 2006, Israel's Foreign Ministry launched a public relations initiative called "Brand Israel," to "show Israel's prettier face so we are not thought of purely in the context of war." The public relations campaign uses art and music to whitewash Israel's human rights violations.

ART SHOULD BE ABOUT FREEDOM, NOT APARTHEID

Idan Raichel said in 2014 that, "In creating this musical project we feel as if we are cultural ambassadors for Israel." He added, "When I look back over the past few years, I see an Israel I am happy with." An Israeli government official called Raichel "maybe the best ambassador that Israel has."

In just the last few months, Raichel headlined an Israeli Ministry of Foreign Affairs concert in Italy, and performed for American Jews who had just arrived in Israel to enlist in the army there, the army that enforces Israel's apartheid regime. In 2014, Idan Raichel provided morale-building entertainment to Israel's troops before and during their brutal attack on Gaza.

Raichel's actions support the government's "Brand Israel" campaign. While Raichel includes Arab and African artists in his projects, he excludes the reality of uprooting olive trees, displacing Bedouins and bombing UN facilities. Raichel's lyrics about peace and understanding are a mask for militarism and oppression.

BOYCOTTING OPPRESSION WORKS

In 2005, Palestinian civil society called for a **campaign of boycotts, divestment and sanctions (BDS) against Israel** until it complies with international law and respects Palestinian rights. A truly global movement is emerging in response. As part of this boycott campaign, a growing number of cultural figures have refused to perform in Israel, including Lauryn Hill, Elvis Costello, Roger Waters, Carlos Santana, Cassandra Wilson, Peter Gabriel and Sinéad O'Connor.

There is a long history of successful boycott campaigns, from the international movement against South African apartheid to boycotts in the US in support of farm workers and against segregation. The BDS campaign follows in these traditions.