



Your Ice Cream  
Is Free Today.  
**PALESTINE IS NOT.**



**Ben & Jerry's is Selling Ice Cream in  
Illegal Settlements in Occupied Palestine**



Ice cream on sale in the  
illegal Israeli settlement  
of Ma'ale Adumim

Ben & Jerry's franchise in Israel is selling ice cream in illegal Jewish-only settlements in the occupied West Bank and East Jerusalem.

**This contradicts its Social Mission which "seeks to meet human needs and eliminate injustices in our local, national and international communities".**

Tell Ben & Jerry's to help end the occupation, now in its 47th year, by refusing to sell their ice cream in Jewish-only settlements in Occupied Palestine.



**TAKE ACTION!**  
Contact Ben & Jerry's via: [vtjp.org/icecream](http://vtjp.org/icecream)  
Or email B&J CEO directly: [Jostein.Solheim@benjerry.com](mailto:Jostein.Solheim@benjerry.com)

**TO LEARN MORE VISIT:** Vermonters for a Just Peace in Palestine/Israel: [vtjp.org/icecream](http://vtjp.org/icecream)

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***In the Occupied West Bank, East Jerusalem & Gaza  
3.5 million Palestinians are living under Israeli  
occupation. Did you know...***

Between 550,000-650,000 Jewish settlers are living illegally in the West Bank and East Jerusalem on stolen Palestinian land. More than 28,000 Palestinian homes and other structures have been demolished since 1967 to build Jewish-only settlements. Armed settlers, protected by Israeli military forces, commit crimes routinely against Palestinian civilians and property.

In Gaza, the recent devastation, the murder of over 2100 people, severely injuring more than 12,000, over 100,000 homeless, more than 70 entire families wiped out; with an ensuing humanitarian crisis careening out of control. Israel's devastating onslaught, destroying water facilities, electricity, sewage treatment plants, hospitals, embargoing medicine -- all purposeful heinous war crimes that are resulting in the genocide of Gazans who suffer from critical shortages of food, electricity, medicine and raw materials. 90 to 95% of its water is no longer fit for consumption. In 2013, Israeli forces escalated their attacks against Gaza's fishermen, killing and wounding many and confiscating their fishing equipment.

2,074 Palestinians were arrested in 2013 by Israeli Occupation Forces. Palestinian prisoners suffer violent beatings and insults, and endure torture during interrogation, including physical abuse, sleep deprivation, denial of visitation rights and proper health care, and denial of their right to meet with their lawyers and receive legal counseling.

***Tell Ben & Jerry's: STOP Selling Ice Cream to  
Jewish-Only Settlements and end their Israeli  
franchise.***

***Contact B&J CEO Jostein Solheim at  
Jostein.Solheim@unilever.com  
For more information go to [vtjp.org/icecream](http://vtjp.org/icecream)***



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