

## Coors? The choice is yours

To the editor:

Let's hear why Just Out agreed to run a full page public service ad related to drinking and driving bearing the name Coors. Surely I'm not the only one who has been boycotting this company for years.

Share the letter with us that changed your minds about Coors.

Barbara Sawyer  
Milwaukie

To the editor:

I understand that the Coors organization has made a real effort to explain to Just Out their affirmative action policies related to gays and lesbians.

Good for Coors - other beverage companies should follow suit.

I, however, will continue to boycott Coors and encourage others to do so until the leader of the Coors family ceases to use income received from the sale of Coors products to support anti-gay legislation and activities.

Carolyn Hammett  
Portland

To whom it may concern:

The Coors Brewing Company desires to be a socially responsible company which seeks to satisfy all of its customers and strives for the betterment of society. The Company recognizes the valuable work being done by the gay and lesbian community in combating the AIDS crisis.

Although some have charged that Coors has discriminated against gays and lesbians, the Company has never knowingly discriminated against employees or potential employees based on sexual preference. In fact, when charges of such discrimination first surfaced in the late 1970s, Coors adopted an affirmative action statement barring discrimination based on "race, religion, color, national origin, age, sex, sexual preference, handicap or veteran status." It is our belief that Coors is still one of the only companies in the beverage industry to adopt such wording and one of a handful across the nation. Coors strongly believes in fair hiring and employment practices and always attempts to live up to its affirmative action statement.

It is important to note that individual Coors family members have a right to their own personal opinions and to express those opinions. But it should also be understood that Coors family members *do not* speak for the entire Coors Brewing Company and its nearly 10,000 employees. The Company has never contributed to nor plans future contributions to organizations or to individuals that advocate discrimination against gays or lesbians.

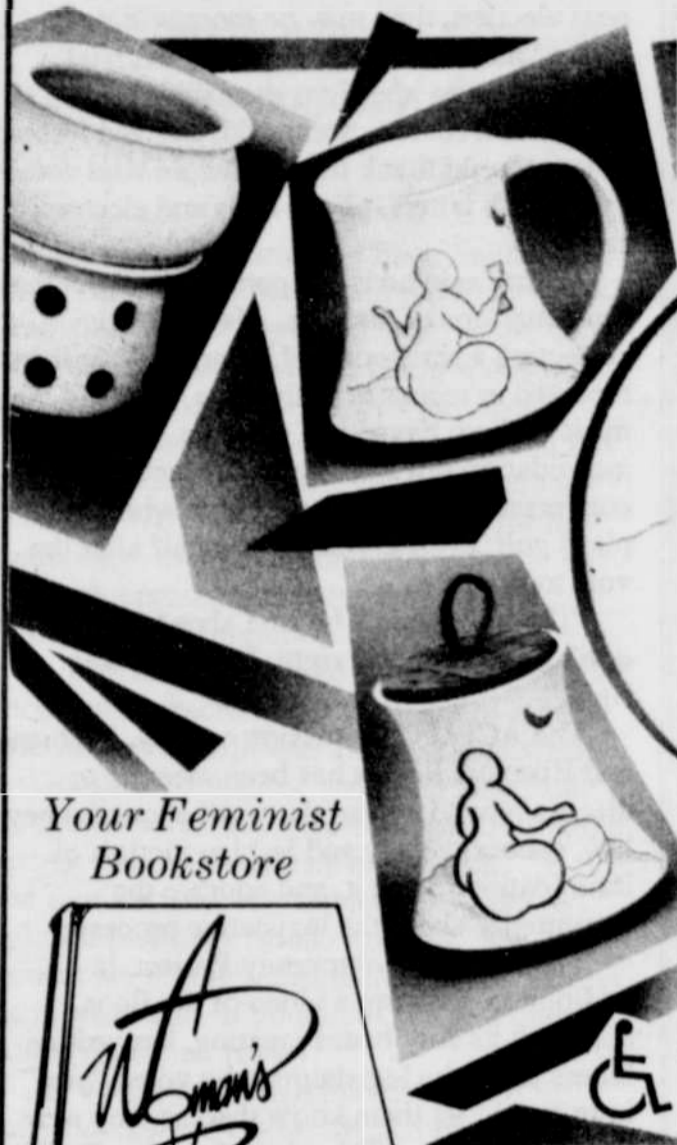
In fact, Coors, through its local distributors, does plan to continue to support worthwhile community projects which will include AIDS research and patient support.

The Company makes no judgments, positive or negative, based on lifestyle, in keeping with the spirit of our affirmative action statement. Rather, support of these types of programs is an attempt by Coors to help worthwhile human needs in support of its local business partners.

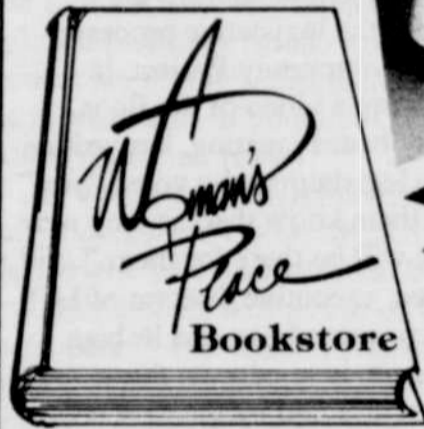
In short, we believe the Coors Brewing Company should be judged not by negative rumors but by our actions and deeds.

John M. Meadows  
Director, Community Relations  
Coors Brewing Company

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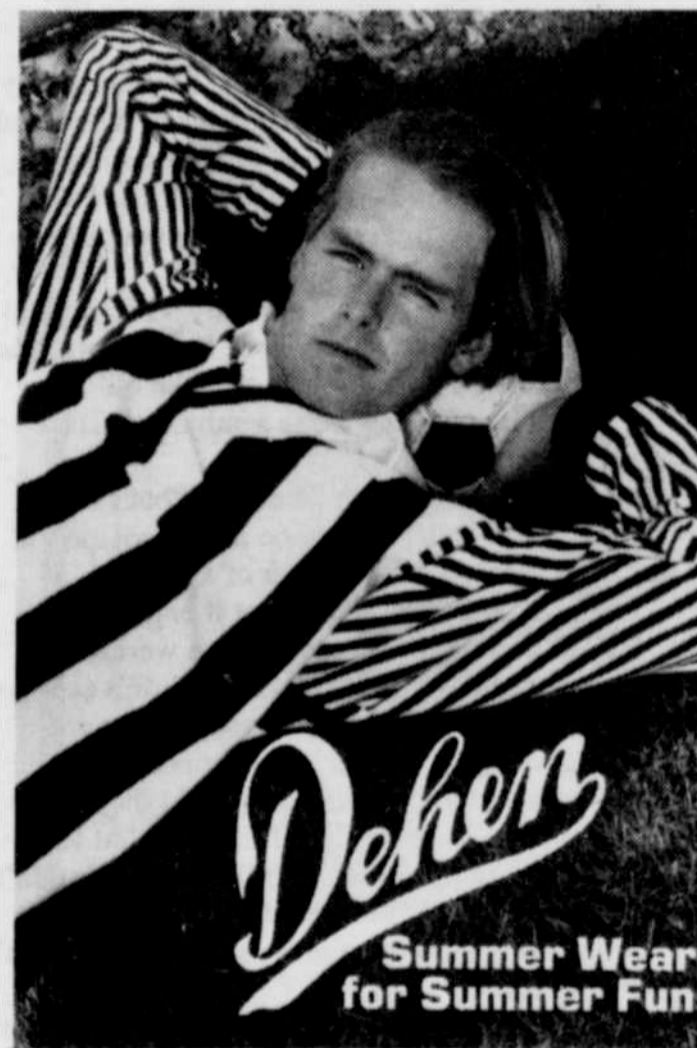
Thursday Nights

1033 N.W. 16th

242-1951

Mon-Sat 11 am-2:30 am

Sun 11 am-Midnight(?)



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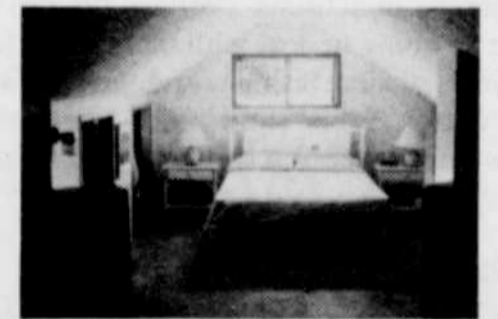
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