



Media Advisory
For event occurring 1/26/20

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“MEXICALI RESISTE” FIGHTS FOR WATER RIGHTS AGAINST CONSTELLATION BRANDS COMPROMISING QUALITY OF LIFE IN BAJA, CALIFORNIA

The U.S. based alcohol corporation has negotiated with the local government to build a billion-dollar brewery that will use local water to make beer for American consumers in a region already experiencing severe water scarcity.

Mexicali, B.C., Mexico (January 25, 2020) [Alcohol Justice](#) is reporting that [Mexicali Resiste](#) and other allies and partner activists will march in protest of Constellation Brands at the Vicente Guerrero Monument.

WHAT: A march will take place to protest the factory of U.S Alcohol Corporation, Constellation Brands. Mexicali Resiste has organized this march to defend common welfare of water as a natural resource. *“We do not consider it is just that a corrupt corporation #ConstellationBrands is given preference over the needs of the citizens of Baja California: Tijuana, Ensenada, Tecate and Rosarito. Currently these cities go weeks without water or have water rationed. If we don’t do anything about this, this will also happen in Mexicali. If there is a surplus of water, as the governor maintains, why is there such a scarcity in Baja California Cities?”* **#BoycottConstellationBrands** *“This is a prime example of Big Alcohol putting profits over people, of exploiting a vulnerable population for corporate profit and shareholder value,”* stated Mayra Jimenez, Advocacy Manager at Alcohol Justice. *“The indigenous people are literally dying of thirst and all Constellation cares about is stealing their water, then making and selling beer. It is despicable.”*

WHEN: Sunday, January 26, 2020, 11 A.M.

WHERE: **Vicente Guerrero Monument**, Boulevard Adolfo López Mateos, Industrial, 21010 Mexicali, B.C., Mexico

WHO: [Mexicali Resiste](#), allies and partner activists.

WHY: Since January 2017, Mexicali Resiste has maintained a strong opposition to the Constellation Brands factory that would consume 20 million cubic meters of water annually from the Valley of Mexicali. [Mexicali Resiste](#) has not stopped protesting against this corporation establishing their factory in a desert region that has an over-exploited aquifer that is fed by the Colorado River that suffers serious water shortages in serious drought issues in Tijuana, Tecate, Rosarito and Ensenada. **#BoycottConstellationBrands #FueraConstellationBrands @MexicaliResiste @AlcoholJustice**



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