



MEDIA ADVISORY

For events occurring August 31, 2013

Contact: Olowan Martinez 605 899-0044
Jorge Castillo 213 840-3336

Women's Day For Peace March to End Illegal Alcohol Activity at Whiteclay, Nebraska

Women Activists from Across the U.S. Unite in Support of the Oglala Lakota Nation's Fight Against Alcohol Corporations

WHITECLAY, NEBRASKA (August 29, 2013) – Alcohol Justice is reporting that the women of the Oglala Lakota Nation will hold a peaceful march on August 31, 2013, from the Four Way Stop in Pine Ridge, South Dakota, to Whiteclay, Nebraska. *"The whole world watches as we fight to save our nation from the mental disease of Alcoholism,"* stated activist Olowan Martinez. People are encouraged to bring pictures, banners, and crosses to represent loved ones lost to alcohol related causes. An open mic get together will be held at the [Zero Tolerance Camp](#) after the march, then a dinner to follow.

Over the past few months, tension has intensified between Pine Ridge activists, Whiteclay liquor storeowners, and the Pivo Anheuser-Busch beer distributor. In several instances activists successfully blockaded the delivery of Budweiser beer to the local Whiteclay liquor stores. Storeowners responded by arming inebriated customers with bats and fireworks, and offering them financial compensation, to confront the activists. Since April 30, 2013, activists have maintained a [Zero Tolerance Camp](#) along the border to document illegal activities committed by Whiteclay liquor storeowners, such as selling to intoxicated patrons and solicitation.

Activists are also charging that the illegal alcohol activity and bootlegging have not been stopped in Whiteclay, Nebraska because of heavy financial contributions to Nebraska legislators from Anheuser-Busch, alcohol distributors and alcohol trade associations.

Big Alcohol political financial contributions include:

- \$96,000 to Nebraska Governor Dave Heineman (making the alcohol industry one of his top contributors)
- \$86,000 to Nebraska State Attorney General Jon Bruning (since 2008)
- \$135,000 to candidates for Nebraska in-state offices in 2010 (according to the Institute on Money in State Politics)

What: Women's Day of Peace March

When: 12 p.m., Saturday, August 31, 2013

Where: Border of Pine Ridge, South Dakota and Whiteclay, Nebraska

Who: Supporters include:

- Oglala Sioux Tribal President Bryan Brewer
- Black Hills Sioux Nation Treaty Council
- Deep Green Resistance
- Nebraskans for Peace
- Alcohol Justice
- U.S. community allies

Why:

- **25% of Pine Ridge Reservation youth suffer from Fetal Alcohol Spectrum Disorder**
- **2/3 of Pine Ridge Reservation adults suffer from alcoholism**
- **75 percent of the beer bootlegged at Whiteclay, comes from the Pivo Anheuser-Busch distributor based out of Scottsbluff, Nebraska**
- **To stop the illegal alcohol activity at Whiteclay, Nebraska such as:**
 - Retailer participation in alcohol smuggling into the Pine Ridge Reservation
 - Trade of alcohol for sex
 - Loitering at the premises of alcohol retailers with open containers
 - The inability of Nebraska Liquor Commission to stop illegal retailer activity
 - Recent homicides and physical violence
 - Alcohol sales to minors
 - Alcohol sales to intoxicated people

To see past *Anheuser-Busch* political campaign donations in Nebraska click here:

<http://bit.ly/14AKNr3>

For more information, [click here](#):

To see the event Facebook page go to: <https://www.facebook.com/events/486014351487289/>

Media Availability: For more info or to schedule interviews, contact Jorge Castillo, Advocacy Director, Alcohol Justice 213 840-3336.



Photo by Deep Green Resistance

###