

WHY ARE WE HERE TODAY?

Jews For a Just Peace North Carolina calls for non-violent pressure on Israel aimed at ending its occupation of Palestinian land.

Tonight's seemingly apolitical performance is actually part of *Brand Israel*, a campaign of the Foreign Ministry to shift Israel's image from its occupation of the West Bank and siege of Gaza to its "vibrant diversity" and "entrepreneurial zeal" (*Winning the Battle of the Narrative*, http://www.herzliyaconference.org/_Uploads/3051winning.pdf)

Israeli musicians and dance companies who tour the world are part of that campaign. The contract that authors and artists sign with Israel's Foreign Ministry to receive funding comes with strings attached: "The service provider [author, artist] is aware that the purpose of ordering services from him is to promote the policy interests of the State of Israel via culture and art, including contributing to creating a positive image for Israel" (*Haaretz* 8/31/08).

What the Foreign Ministry wants audiences to forget:

- Illegal settlements: a half million Israelis in hundreds of settlements in the West Bank and East Jerusalem;
- The ongoing demolition of Palestinian homes: 27,000 since 1967;
- Appropriation of Palestinian land;
- Israel's control of West Bank water, electricity, and banking;
- Checkpoints that impede freedom of movement between Palestinians and their farms, jobs, schools, and families;
- Israel's refusal to recognize the Palestinians' right to a viable state;
- Israel's violent responses to peaceful protests;
- The siege of Gaza, which impedes manufacturing, trade, and agriculture, impoverishing 1.5 million residents and refugees

"I've been very distressed in my visit to the Holy Land; it reminded me so much of what happened to us blacks in South Africa. I have seen the humiliation of the Palestinians at checkpoints and roadblocks, suffering like us when young white police officers prevented us from moving about ... If apartheid ended, so can the occupation, but the moral force and international pressure will have to be just as determined. The current divestment effort is the first, though certainly not the only, necessary move in that direction."

**—Archbishop Desmond Tutu
Nobel Peace Prize winner**

**THIS IS WHY WE
PRESSURE ISRAEL!**

What YOU can do

Israel's current policies harm the long-term interests of Israelis, Palestinians, and Americans. Until the conflict is resolved justly, there can be no peace or security in the Middle East. Misleading PR campaigns are not substitutes for constructive actions.

As a group of Israeli and American Jews and Americans of other faiths, we ask you to tell the ADF not to bring Israeli performers to help switch Israel's image from human "rights abuser" to "fun and creative culture." Call or email ADF Director Jodee Nimerichter: 919-6984-6402, adf@americandancefestival.org

In addition, pressure the U.S. government (start with Congress) to withdraw its yearly \$ 3 billion support until Israel stops violating international law and adopts policies that respect Palestinians' human rights as well as their internationally-recognized right to self-determination.

Resources for more information and engagement:

Jewish Voice for Peace

<http://jewishvoiceforpeace.org/>

U.S. Campaign to End the Israeli Occupation

<http://www.endtheoccupation.org/>

The Jerusalem Fund

<http://www.thejerusalemfund.org/>

Abrahamic Faith Initiative on the Middle East (AIME)

<http://www.aimeproject.org>

Israeli Committee Against House Demolitions (ICAHN)

<http://www.icahd.org>

Vertigo

Israeli dance company

Presented by the American Dance Festival and DPAC



**Thursday June 12 and
Friday June 13, 2014
DPAC, Durham**