



HUMAN
RIGHTS
CAMPAIGN
FOUNDATION

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Dear Corporate Leaders,

In a matter of months, the eyes of the world will turn toward Sochi, Russia for the opening of the 2014 Winter Olympic Games. As the primary financial sponsors of the International Olympic Committee, your companies have an enormous stake in what billions of spectators see over those two weeks in February. Your logos and marketing will appear alongside every event, indelibly linking your brand to what happens in Sochi.

I know it must surely concern you, as it deeply concerns us, that there is a shadow over the 2014 Olympic Games—a shadow generated by documented hate-based violence against lesbian, gay, bisexual and transgender (LGBT) people in Russia. This surge in violence comes on the heels of Russian President Vladimir Putin signing into law an unprecedented and draconian law that outlaws any support for the equality and basic dignity of LGBT people.

Anti-LGBT laws and violence simply do not reflect the values and spirit of the Olympic Games. The Olympic Charter—and its clear commitment to fairness and human dignity—make that clear.

It's equally clear that each of you became sponsors of the Games because you support those Olympic values and the international camaraderie they inspire. But institutional homophobia and transphobia in Russia now threatens to cloud even the best intentions of Olympic visitors.

WORKING FOR LESBIAN, GAY, BISEXUAL AND TRANSGENDER EQUAL RIGHTS

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That's why you have a duty to speak out clearly on LGBT equality in Russia and around the world—a duty not simply to your brands, your employees, and your customers, but to LGBT people everywhere.

Many of you have worked with the Human Rights Campaign for years on implementing equal benefits, protections and policies for your LGBT workforce. Many of you have ensured these protections in the United States and globally.

But this is an exceptional moment. Right now, Russian and IOC authorities are sending mixed signals regarding the well-being of international LGBT Olympic visitors to Russia—athletes, spectators, and sponsors alike, to say nothing of the LGBT Russians at risk every single day. As uncertainty mounts, it's time to speak up—for the basic human dignity of LGBT Russians and LGBT visitors, and for the integrity of the Olympic Games which risk damage if this uncertainty continues.

So today, I am writing to ask you to join us in taking the following six actions:

- 1) **Adopt a clear and unequivocal public position in opposition to anti-LGBT laws like the one adopted by the Russian government.**
- 2) **Denounce targeted violence against LGBT people in Russia and demand investigation and accountability from Russian authorities.**
- 3) **Ask the IOC to obtain concrete, written commitments from the Russian government about the safety of international Olympic athletes and attendees—and urge the IOC to reject future Olympic bids from countries with laws that outlaw support for LGBT equality.**
- 4) As many of the world's leading businesses understand, anti-LGBT discrimination is bad for business. **Affirm this unequivocal support for non-discrimination and equality, and ensure that your own policies and practices reflect this commitment.**
- 5) **Put your marketing and creative advertising resources to use—helping to build awareness and demonstrate support for LGBT equality in Russia and globally.** In today's digital world, the power of paid media to drive a discussion around social change is enormous.
- 6) **Support the local LGBT community in Russia.** The progress for equality in the United States would not have been possible without corporate support. We urge you to begin a dialogue with Russian LGBT advocates and find meaningful ways to support their fight for basic safety and dignity.

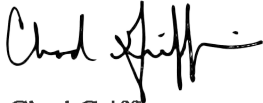
At this tipping point moment—when so much about the 2014 Sochi Olympic Games is under the shadow of international doubt—as sponsors, you have a responsibility to help bring clarity. By staying quiet at this moment, you run the risk of being associated with profoundly anti-LGBT behavior. And on the other hand, by taking action on each of these six items, you can make it clear that your brand is fully aligned with true Olympic values—and with fairness and dignity for all.

For our part, HRC is creating an online resource that will reflect the actions taken or not taken by IOC sponsors with regard to these six areas we have outlined. Some companies have made statements regarding this situation but we urge you to speak out on these specific topics so that the watchful world has a clear understanding of your positions. As you consider your next steps, I hope to meet with you to discuss any of these action items in more detail.

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As global eyes turn toward Sochi, there are visible and powerful steps you can take that will have a positive impact on human rights in Russia and beyond. The Human Rights Campaign is eager to be your partner and advocate in this work.

Sincerely,



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President, Human Rights Campaign

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