Unity in Action will initiate a boycott against the Beverly Hills business sector with an Information Picketline on Rodeo Drive, north of Wilshire Boulevard, on Saturday, 7 December from noon until 4:00 P.M. Protestors will assemble at 11:30 A.M. in front of the Beverly Theater, 9404 Wilshire.

The boycott of all merchants has been called to protest the refusal of Beverly Hills business and political leadership to develop a meaningful policy/action declaration against apartheid South Africa and its consulate within their city.

The Chamber of Commerce board president and executive director have not acknowledged written or telephone communications from Unity in Action. A resolution on apartheid adopted recently by the Beverly Hills City Council (3 December) was denounced by Unity in Action as hollow rhetoric and a slap in the face of oppressed South Africans.

As part of the action, printed material will be handed to consumers exposing Beverly Hills' support to apartheid and urging them to honor the Boycott.