



THE BIKO PLEDGE

We voluntarily agree to avoid or suspend all business transactions with the Republic of South Africa until that country abides by the United Nations Universal Declaration of Human Rights.

the Steven Biko Fund

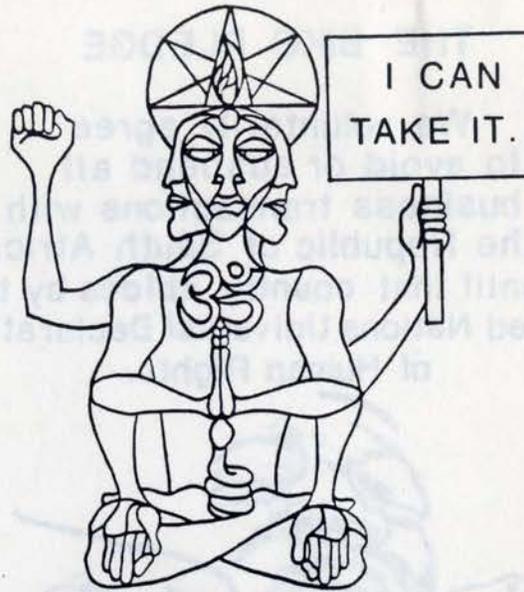
37 VINE STREET
MILFORD, CT. 06460

I CAN TAKE IT.

NAME _____

ADDRESS _____

ZIP _____



THE BIKO PLEDGE

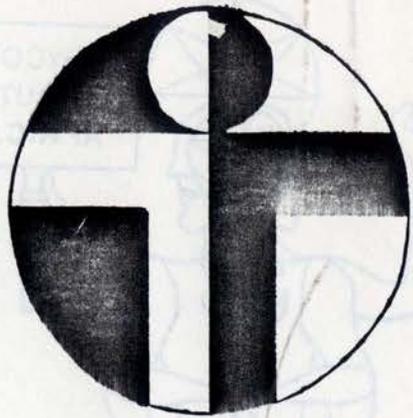
"THE ARGUMENT IS OFTEN MADE that loss of foreign investment would hurt blacks the most. It would undoubtedly hurt blacks in the short run, because many of them would stand to lose their jobs, but it should be understood in Europe and North America that foreign investment supports the present economic system and thus indirectly the present system of political injustice. We blacks are therefore not interested in foreign investment. If Washington wants to contribute to the development of a just society in South Africa, it must discourage investment in South Africa. We blacks are perfectly willing to suffer the consequences. We are quite accustomed to suffering."

-- STEVEN BIKO



THE BIKO PLEDGE

**WHAT
IS IT?
WHY
TAKE
IT?**



WHAT IS IT?

THE BIKO PLEDGE is a short, simple statement of solidarity with the goals of justice and human rights in South Africa. It is designed to identify those individuals and groups who demonstrate by their behavior that they understand and support the aspirations of the black South African majority. It is a weapon in an economic war which, pursued relentlessly and intelligently, can help to achieve the demise of apartheid.

IT IS THE OBJECT OF THE BIKO PLEDGE TO MAKE APARTHEID UNPROFITABLE.

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The Republic of South Africa is the only country in the world in which Nazi ideology is actually practiced. It is the only country which legally discriminates between its citizens on the basis of race. While other countries are trying in their own clumsy ways to eliminate the legacy of race hatred, the Republic of South Africa marches resolutely backward by legally denying the dignity and humanity of the majority of its citizens. It succeeds in doing so because technologically-advanced countries such as the United States provide the economic and technical support necessary to maintain a police state in which a privileged few dominate.



WHY TAKE IT?

The Biko Pledge is meant to involve businesspeople in the struggle for South African liberation. By participating in a voluntary boycott of South Africa, the business community can show that it is sensitive to public opinion and responsible in its actions. We hope that organizations large and small will take The Biko Pledge because they recognize that it is right to do so, but we note that participation in the boycott can have the following practical benefits:

- favorable publicity
- increased prestige at home and abroad for products and policies
- possible favored status in Azania when the transition to majority rule is made.

Those who take The Biko Pledge will receive a certificate which, we hope, they will display proudly and use in their advertising.