AIDS-Free World Gets Coca-Cola to Revise Sponsorships

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Coca-Cola has revised its sponsorship policy after a Jamaican reggae musician named Sizzla performed a song calling for the murder of gays and lesbians at a Coke-sponsored concert in Montego Bay, Jamaica, according to a statement from AIDS Free World (AFW), an HIV advocacy group. Following the controversial 2011 concert, LGBT and HIV groups have pressured the beverage company to incorporate anti-hate speech safeguards in its Global Music Sponsorship and Musical Performance Agreement Policy. Under the new policy, review teams will conduct background research on all potential music sponsor recipients and will screen for people who espouse violence or degradation of any class of people based on gender, race or sexual orientation.

To read the AFW statement, click here.

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http://beta.docker.realhealthmag.com/article/Coke-HIV-revisedSponsorships-22703-6178