

## **FOR IMMEDIATE RELEASE:**

### **African United Baptist Association of Nova Scotia Calls for Boycott of Sobeys**

Halifax, NS – 22 August 2016

On behalf of the Moderator of the African United Baptist Association of Nova Scotia (AUBA) and its 19 member churches, we release the following statement regarding Sobeys and a Human Rights violation:

In September 2015, the Human Rights Commission found that Sobeys' staff acted inappropriately toward an African Nova Scotian (ANS) shopper, who was racially profiled and falsely accused of shoplifting. She was deeply wounded and publicly humiliated. Rather than fulfilling the requirements handed down by the Commission ruling, Sobeys' management has chosen to fight the decision.

Sobeys' choice to fight the decision extends the pain of the experience for the victim and sadly, makes a statement about Sobeys' own view of prejudice and mistreatment as not being necessary ills to correct in its corporate culture.

In this International Decade of People of African Descent, it is disheartening that one of Nova Scotia's most prominent merchants, loyally supported by much of the ANS community, chooses to mark this time with racial bias and insensitivity. The African United Baptist Association of Nova Scotia condemns these injurious actions by Sobeys.

**During the business meeting of its 163<sup>rd</sup> Annual Sessions, on August 20, 2016, the AUBA passed a motion to call for a boycott of Sobeys in its constituents' locations until such time that the grocer acknowledges the problem of discriminatory treatment of people of colour and implements the actions ordered by the Human Rights Commission. On August 21, 2016, the call for a boycott was issued to the general body of the AUBA.**

**It is our hope that not only members of the AUBA, but all African Nova Scotians and people who oppose racial discrimination will join with us in this boycott, calling Sobeys into account for its non-compliance and seemingly callous dismissal of our concerns as people seeking non-disparate treatment in society.**

The African United Baptist Association was established in 1854. It is a fellowship of 19 Baptist churches across Nova Scotia with a constituency of over 3000 members.

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