

12 Sivan 5777

June 6, 2017

Dear Congregants,

As reported by various media outlets this morning, the online marketplace of Sears.com is presently peddling t-shirts promoting the destruction of the State of Israel: one features the slogan "Free Palestine" superimposed over a map of the entire territory of the State of Israel; the other shows a raised fist with the same caption.

<http://www.jta.org/2017/06/06/news-opinion/united-states/sears-website-offers-clothing-with-slogan-calling-to-free-palestine>

That there is a political conflict is not at issue--let the political parties resolve their differences and come to an accommodation through direct negotiation--but the tacit endorsement by Sears of a call for the destruction of Israel on a t-shirt is unacceptable.

1. Calls to Sears Customer Service at 800-349-4358 are routed to agents in a call center in the Phillipines, but they will file a report with their inventory department.

2. The company who makes the shirts, Spreadshirt, told me they would welcome hearing from you at 800-381-0815 right now to let them know how much you appreciate their own claims to high-minded ethical consciousness--and to express how galling it is to see that they produce a t-shirt that is essentially a warrant to the destruction of the Jewish State:

T-shirts are a means of transport - they transport opinion, creativity, art and design. They embody space to display one's personality. Just like with other things in democracy, there are natural limits to our freedom of expression. We do not print things that are bound to offend people, e.g. pornographic material and content designed to insult and discriminate against genders or religious and ethnic groups. We won't print anything that's not right and fair. Above all, a code of ethics applies. This implies that we do not condone any designs displaying hate and contempt for others. Things of this nature have no place on our tees.

Additionally, please email them at verify@spreadshirt.com and at service@spreadshirt.com to follow up on the call.

3. Consider getting involved in our shul OT Israel Committee by emailing Gary Hoberman at g1hoberman@gmail.com for more information.

Bvirkat Torah uMitzvot,