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July 5, 2022



Israel supporters—like you and I—defeated Ben & Jerry's.

The ice cream maker's owner, Unilever, this week saw the light: They renounced Ben & Jerry's BDS effort to boycott Israel.

This victory is huge—and you should cheer.

We at FLAME are proud as heck . . . and you should be, too.

If you're ready for the next challenge, please read below.

Dear Friend of FLAME:

Have you ever wondered if you can actually make a difference for Israel?

Have you ever questioned whether you can help Israel—fight her enemies in the media, on college campuses, in Congress, or in corporate board rooms?

Well, we just got the answer.

The Ben Jerry's triumph shows the answer is a resounding "YES, *you* can! YES, *we* can!"

As you know by now, Unilever has agreed to sell its Ben & Jerry's operation in Israel to its Israeli partner, ending a year of struggle by Israel advocates like you, me . . . and FLAME.

It means that despite Ben & Jerry's efforts to cease distribution of its frozen confections in Jerusalem and the territories of Judea and Samaria, Unilever concluded the boycott was morally wrong . . . and bad for business. The affiliate will continue to sell B&J ice cream in the region.

Let me give you some fascinating details on how we won this major battle. Then,

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**THIS MONTH'S AD
APPEARED IN
PUBLICATIONS
REACHING 10 MILLION
READERS**

[illegible]

**IF YOU SUPPORT
PUBLISHING FLAME'S
BOLD PR MESSAGES,**

let's talk about the coming struggles.

You recall that last summer Ben & Jerry's board decided to discontinue selling its products in eastern Jerusalem, as well as Judea and Samaria—which it falsely claimed constitute Israel's "Occupation of Palestinian Territories."

Of course, for starters, Israel captured eastern Jerusalem from Jordan in 1967—the Palestinians have never controlled any part of the city . . . or even a square inch of the Holy Land.

There's no such thing as Palestinian Territories.

Ben & Jerry's Israeli affiliate, American Quality Products (AQP), bravely refused to cooperate with the boycott, so B&J informed AQP that it would *not* renew the company's contract.

That's when, with your help, FLAME and other good souls swung into action.

In August of last year, FLAME published two hard-hitting Hotline editorials:

- Ben & Jerry's doesn't want to end the conflict, they want to end Israel
- Ignoring truth, Ben & Jerry's "occupation" simply repeats a Big Lie

These op-eds reached more than 100,000 Israel supporters on FLAME's subscription list and on social media channels, as well as on www.factsandlogic.org.

In October 2021, FLAME published an outspoken media ad calling Israel supporters to reconsider the purchase of Ben & Jerry's and Unilever products:

- Ben & Jerry's Bad Taste: The ice cream maker's intent to ban sales and operations of its Israeli affiliate in the "Occupied Palestinian Territories" is based on lies and bad faith toward Israel.

This editorial ran in the *New York Post*, *Chicago Tribune*, *Houston Chronicle* and *Orlando Sentinel*, reaching hundreds of thousands more Americans. It cost FLAME \$50,000 to run.

We also sent copies of this position paper to every Senator and Representative, the President, Vice President and members of the Supreme Court.

FLAME's efforts were supported by thousands of individual donations by supporters of Israel.

Of course, other Israel supporters also rose up to protest the Ben & Jerry's boycott:

- Officials from five U.S. states took actions to uphold anti-BDS laws and divest holdings in Unilever stock or take other punitive steps against the

PLEASE HELP US!!

FLAME is the only organization that defends Israel with paid editorial hasbarah messages placed in media nationwide every month: The dire threats from Iran, Hamas and Hizbollah, the injustice of BDS, Palestinian anti-Semitism and more. If you support a bold voice that tells the truth about Israel in American media, please donate now.

DONATE NOW »

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**FLAME'S WEEKLY
HOTLINE
E-NEWSLETTER**



FLAME's Hotline e-newsletter keeps you up to date on the most important pro-Israel advocacy issues and features our choice of the week's most informative and thought-provoking article on Israel and the Middle East. If you only subscribe to one pro-Israel news service, make it the FLAME Hotline.

SUBSCRIBE NOW »

behemoth U.K. company. Unilever stock lost 20% over the following six months.

- Thousands of demonstrators took to the streets in front of Ben & Jerry's shops to protest the company's antisemitic slander and boycott.
- Other Israel advocates wrote letters of protest to editors at their local newspapers and to their elected representatives.

The result: Ben & Jerry's managers were repudiated. Israelis will be able to buy B&J ice cream.

My point is simply this: While no single action can defeat antisemites and other enemies of Israel . . . by working together, thousands of supporters—like you—can help us achieve victory.

Won't you help FLAME continue its support of Israel by [making a donation](#) today?

Like you, I've been an avid supporter of Israel for many years.

I'm motivated by anger and passion.

But I'm sustained—year after year—by *hope*.

Because I've seen us win many battles—from the new U.S. Embassy in Jerusalem, to the generous U.S. investment in Israel's safety, to winning the battle against giant Unilever.

Together we can do it.

According to a February 2022 Gallup Poll, a powerful majority of Americans—55%—support Israel.

In fact, this support for Israel is actually *higher* than 20 years ago.

Truth is, Americans support Israel because people like you—and FLAME—keep hammering the truth about the Jewish state.

We *refuse* to accept the lies. We *refuse* to stay silent.

We fight harder than our foes.

Obviously, we can take *momentary* comfort from U.S. support of Israel—but we cannot rest.

Our enemies—like the Squad (and their allies) in the House of Representatives, like Students for Justice in Palestine, like the management at Ben & Jerry's—won't relent. They keep punching.

(In fact, Ben & Jerry's' management is hopping mad about Unilever quashing their BDS shenanigans.)

That's why, if you love Israel, I pray you'll help FLAME keep punching back.

I hope you've seen and approve of our hard-hitting editorial positions exposing defamatory accusations against Israel . . . in the media, on campus, in the U.N. and on American streets:

[“The Palestinian Catastrophe”](#)

Several members of the House of Representatives have introduced a bill to make a national holiday of Palestinian Nakba (“*Catastrophe*”) Day, to lament Israel's founding. Our latest editorial ad tells the truth: Palestinians don't have a state because they have refused every offer from the U.N. and Israel to share the Holy Land with the Jewish people.

This editorial ad appeared just this past Sunday in such media as the *New York Post*, *Washington Post*, *Chicago Tribune*, *Los Angeles Times*, *Miami Herald*, *Houston Chronicle* and *Orlando Sentinel*. (Cost: Almost \$120,000!)

[“No Fool's Deal with Iran”](#)

This op-ed, which appeared in the *New York Times* and *Washington Post* Sunday editions, exposes the flaws in the first 2015 Iran Deal and holds the Biden Administration to account as it tries to entice Iran back into a worse deal. Our ad demands that any future agreement block Iran's quest for nuclear weapons, as well as Iran's attempts to spread terrorist jihad globally.

[“The Israel Genocide Slander”](#)

Vice President Kamala Harris missed the chance on a college campus to condemn one student's lie that Israel commits genocide—but FLAME printed the truth about this demonization in mainstream media. In fact, Israel strenuously avoids killing any innocent people, even when Hamas uses them as human shields.

**These ads reached millions with our pro-Israel messages to ensure
Americans continue their support of the Jewish state.**

In addition to mainstream media, FLAME also publishes outspoken *hasbarah*—clarifying messages of truth—on Facebook, other social media and sent weekly to members like you, reaching hundreds of thousands more people.

In recent weeks, these FLAME *Hotlines* have struck back at Israel's enemies on current breaking topics such as these:

- [“The Two-State Solution: A Figment of the Western Imaginations”](#)
- [“Ukraine and Putin Remind Israel: You're on Your Own”](#)
- [“Time for Israel to Change the Status Quo on the Temple Mount”](#)
- [“How SJP's Antisemitism and Violent Harassment Threaten Jewish Students”](#)
- [“Israel's Options with a Nuclear Iran: Do . . . or Die”](#)
- [“Palestinians' New Threat Against Israel Proves Only Their Fading](#)

Influence”

- “Whoopi’s Denial of Holocaust Racism is Anti-Semitic and Anti-Israel”

Despite the despicable attacks from extremists on the left and right, from mainstream media and even members of Congress—you and I have grown accustomed to the constant *struggle* against Israel’s antisemitic enemies.

We know that Israel’s survival is precious and can’t be taken for granted.

Good news: We at FLAME also know how to defend Israel . . . and how to fight back.

Won’t you help us continue publishing these powerful, persuasive messages of truth about Israel with a membership donation—which qualifies you for a 2022 tax deduction?

It’s important to defend, Israel, of course, but if you’re like me, you *also* continue to be inspired by Israel’s amazing accomplishments—in technology, medicine, education, agriculture and the arts.

- Did you hear—Israel’s per-capita household income has surpassed that of Japan!
- Did you know: Tiny Israel is now ranked as the eighth most powerful nation on earth?
- Are you aware that Israel, now only 74 years of age, is a *senior citizen*—older than 2/3 of all the world’s nations! (Yet it’s the only country whose legitimacy is attacked!
- We should also be excited about the increasingly warmer relations Israel is achieving with Arab nations.

So how are we to deal with our dramatically conflicting emotions? On the one hand, we feel *anger* at attempts to destroy the Jewish state . . . and on the other we’re justified in feeling *joy* as we celebrate Israel’s successes.

But here’s a better question: How can you and I channel our determination and anger to defeat Israel’s enemies during this year of profound challenges?

I have an answer, and it’s why I’ve dedicated myself to FLAME. Because FLAME defends Israel in a way that no other organization does—it publishes *bold pro-Israel editorials* in mainstream media—defeating the lies and exposing the haters.

FLAME’s outspoken editorial, which appeared recently in the *New York Times* and *Washington Post*, titled “The Israel Apartheid Lie”—and reached some 5 million readers—is just one example. It condemns all those, like BDS and the growing cadre of anti-Semitic enemies in the House of Representatives, who falsely accuse Israel of racial segregation.

While FLAME's ability to publish these messages in the *New YorkTimes*, *Washington Post* and other major media makes me proud, I must confide to you: Each time we run our editorials in just one of these huge-circulation media, we pay up to \$35,000. To run in both these New York and Washington media, one time, costs about \$70,000.

Can you help us continue—and increase—these outspoken positions in 2022 with a generous (or even modest) membership donation at this time?

As you know, FLAME has also refuted the U.N.'s lie that Palestinians are the native people of the Holy Land: Our paid editorial in mainstream media—" [Who Are the Indigenous People of Palestine](#) ?"—offers incontrovertible proof that the Jews preceded Arabs in the region by 1,800 years.

Finally, with the new Biden administration promising to renew the disastrous Iran Deal—a path to nuclear weapons for the Islamic Republic—you'll be happy that FLAME is publishing urgent warnings about the deadly dangers of deals with the mullahs, such as our *hasbarah* message, "[Help the Iranians, Not the Ayatollahs](#) "

FLAME's hundreds of messages defending Israel—all of which you can see at FLAME's [PR for Israel](#)—provide powerful support for Israel, but as I'm sure you can imagine, telling the truth about Israel via such paid editorial messages in mainstream media is costly.

Are you ready to join us? Here's the double payoff for making a donation to FLAME:

First, you help tell the truth about Israel in the media—something that's sorely needed if we're to maintain vital U.S. financial and political support of the Jewish state.

Second, you can greet the upcoming Jewish holidays of Rosh Hashana and Yom Kippur this year with even more satisfaction, because you have done a *mitzvah* for Israel—a generous, heartfelt good deed.

That's why, if you're angry about terror attacks in Israel, the United States and worldwide, *and* if you've ever bemoaned Israel's "bad PR," I urge you to help FLAME with your financial support at this time. Just go to [donate](#) to help now.

Please remember that the overwhelming majority of FLAME's financial support comes from individuals just like you. One by one, Jews, Christians and unaffiliated alike contribute generously to this noble cause—to help ensure that Israel survives.

So whether you give \$1,000 or \$500 or \$100 . . . or even \$50 or \$36 or \$18—every donation is important—every dollar you contribute helps us keep defending Israel and telling the truth about the inspiring Jewish nation.

Best of all, of course, your donation is tax-deductible.

Won't you act now to make your donation online? Just go to [donate now](#).

Thanks in advance for your generosity and your continued support of FLAME's good work.

Jim Sinkinson ,
President, FLAME

P.S. We at FLAME usually focus, as we should, on the challenges Israel faces in the world—the unfair treatment the Jewish state receives at the hands of the U.N., continuing rocket, gun, car and knife attacks by Arab terrorists, and the existential threat that confronts Israel from Iran. But what we must not forget is the amazing success story that Israel represents for Jews, for the United States and for civilization itself. It's inspiring! To clarify, celebrate and publicize the good news about Israel, FLAME published a *hasbarah* message—“[Why Israel Matters](#)”—in media reaching 10 million readers. I hope you'll review this powerful position paper and pass it on to all your contacts who will benefit from this message. If you agree that FLAME's bold—but costly—brand of public relations on Israel's behalf is critical, I urge you to support our publication of such outspoken messages. Please consider giving donation now, as you're able—with \$500, \$250, \$100, or even \$18. (Remember, your donation to FLAME is tax deductible.) To start or renew your membership online, just go to [donate now](#). Now more than ever we need your support to ensure that Israel gets the support it needs—from the U.S. Congress, from the President, and from the American people.



Facts and Logic
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