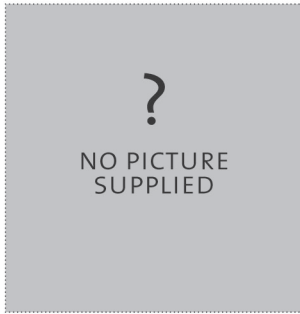


## UPASS REFERENDUM

### YES



The Universal Transit Pass will allow University of Alberta students unlimited access to regular transit services in Edmonton, St Albert, and Strathcona County. The UPass has been a student driven initiative since the first referendum in 2004. This kicked negotiations into high gear and the Students' Union has been lobbying Edmonton, Strathcona County and St Albert Transit since that time to negotiate the price down from \$120/term to the current \$75.

\$75/term is one of the most affordable passes in the country. It equals \$18.75/month - equivalent to one round trip per week. So, if you buy groceries, park and ride to a hockey game, or want to travel off campus during your day, you've used the UPass.

Additionally, Edmonton Transit is investing \$1.7 million dollars into improved transit service. It has been shown in other jurisdictions the addition of the UPass tailors service to students' needs. With a larger buying power we will have a greater ability to command service that

fits our needs with later transit service at night, and greater service during our high demand times.

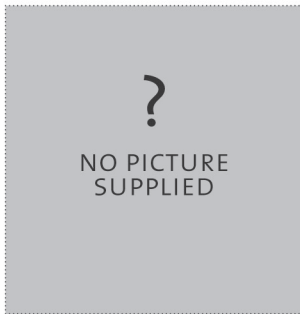
Students have control of the fee and the assessment of service. If you approve this fee a UPass assessment committee will be set up with the participating municipalities, the University and students where service levels will be assessed and students will decide if the UPass is meeting student needs. The UPass price can only increase by the consumer price index, any more and the price adjustment must go back to students in a referendum.

The UPass was created by students, if the service or price does not meet student standards we can end the contract. For more information, visit [www.upassyes.ca](http://www.upassyes.ca).

On March 7 & 8, Vote UPass YES.

## COCA-COLA PLEBISCITE

### YES



THE UNIVERSITY, THE SU, AND COKE CURRENTLY HAVE A THREE WAY SINGLE SOURCE COLD BEVERAGE AGREEMENT ON CAMPUS, WHICH HAS EXISTED SINCE 1998.

Due to declining vending sales, Coke products have not met their sales quota. As a result, the remaining two years of the contract will continue but Coke will not fund students or the SU.

The SU now has the option of signing a new deal with Coke and the University which would continue the Single Source Cold Beverage Agreement.

#### SAYING YES TO THE PROPOSED CONTRACT WOULD:

1. Give \$524,377 every year directly to students through scholarships, bursaries and services.
2. Require that the contract would be open for viewing by any undergraduate student.
3. NOT force anyone to drink Coke. You can bring your own beverage, go to Mac's, or drink from a fountain.

#### SAYING NO TO THE PROPOSED DEAL WOULD:

1. NOT eliminate Coke from campus. The University would still sign the deal without the SU, keeping Coke on campus but providing absolutely NO benefits to students
2. NOT eliminate Coke from SUB. Many vendors would continue to sell it.
3. Maintain Coke's monopoly on campus without financial benefits for students.

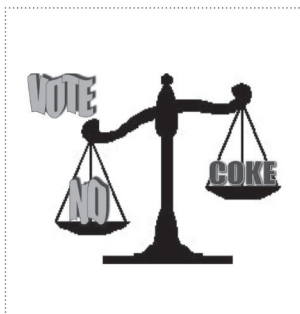
The "ethical issues" surrounding Coke.

The "no" side will attempt to focus the campaign around the issue of ethics. The rhetoric of the "no" campaign is both alarmist and sensational. For the other side of the story visit [www.cokefacts.com](http://www.cokefacts.com).

Stick to the Issue

Much of the campaign against Coke is simply anti corporate rhetoric that is irrelevant to the question of how students' interests are best served, because removing Coke from Campus is not an option.

### NO



THREE REASONS TO VOTE NO TO THE UNIVERSITY OF ALBERTA'S COKE EXCLUSIVITY CONTRACT:

As students and consumers we have a social responsibility and the right to choose. However, Coca Cola Bottling Ltd. and its contractors have:

1. Engaged in environmental and human rights abuses, and unethical labour practices in countries such as Sudan, Mexico, Guatemala, Colombia, and India. These cases are documented and condemned internationally.
2. Attempted to buy students' choices through scholarships. The amount invested, however, doesn't compare to the exponentially larger profits they make from students' money through the exclusivity contract.
3. Denied choice to students of the University by not allowing the presence of any alternative. Ethical products like Earth Water are not allowed on campus due to this contract.

REMEMBER: The Students' Union exists to represent students, not corporations. Make your voice heard.

Vote NO to the Coke exclusivity contract. Support an ethical and democratic University.



**UNIVERSITY OF ALBERTA  
STUDENTS' UNION  
ELECTIONS 2007  
MARCH 7TH 8TH**