



Media Advisory
For Events Occurring July 8, 2013

Contacts: Toni Red Cloud, OST
Public Relations Coordinator [605 407-9909](tel:6054079909)
Jorge Castillo, Alcohol Justice
Advocacy Director [213 840-3336](tel:2138403336)

Pine Ridge, South Dakota Oglala Sioux Tribal President Bryan Brewer to meet with Nebraska Governor Heineman, Legislators and Liquor Control Commission to find solutions to end illegal alcohol sales on the border at Whiteclay

ACTIVISTS CHARGE ALCOHOL INDUSTRY POLITICAL CONTRIBUTIONS ARE INFLUENCING THE PROCESS

LINCOLN, NEBRASKA (July 7, 2013) – Alcohol Justice is reporting that Oglala Sioux Tribal President Bryan Brewer will hold a press conference in front of the Nebraska Liquor Control Commission on Monday afternoon, July 8, 2013, to hopefully discuss new developments in stopping the illegal alcohol activity taking place in the town of Whiteclay, which borders the Pine Ridge, South Dakota Native American Reservation. Earlier that day President Brewer will be meeting with the Nebraska Governor, Liquor Control Commission, and key state legislators to discuss possible solutions.

"I am optimistic that my meetings in Nebraska will produce steps to mediate the issue of Whiteclay alcohol sales and the catastrophic impact they have on the Pine Ridge Indian Reservation," stated President Brewer. *"However, I stand firm in my belief that this liquid genocide inflicted upon the Lakota people, which produces great profits for Anheuser-Busch, Whiteclay alcohol retailers and the state of Nebraska, must end."*

Activists are charging that the illegal alcohol activity and bootlegging have not been stopped in Whiteclay, Nebraska because of heavy financial contributions to Nebraska legislators from Anheuser-Busch, alcohol distributors and alcohol trade associations.

Political financial contributions include:

- Beer, liquor and wine companies have contributed \$96,000 to Nebraska Governor Dave Heineman. Making the alcohol industry one of his top contributors.
- Nebraska State Attorney General Jon Bruning has received \$86,000 from the beer, wine and liquor industry since 2008.
- Alcohol distributors and trade groups gave candidates for in-state offices \$135,000 in 2010, according to the Institute on Money in State Politics.
- 75 percent of the beer bootlegged at Whiteclay, comes from the Pivo Anheuser-Busch distributor based out of Scottsbluff, Nebraska.

Over the past few months tension has intensified between Pine Ridge activists, Whiteclay liquor storeowners, and the Pivo Anheuser-Busch beer distributor. In several instances activists successfully blockaded the delivery of Budweiser beer to the local Whiteclay liquor stores. Storeowners responded by arming inebriated customers with bats and fireworks, and offering them financial compensation, to confront the activists. Since April 30, 2013, activists have maintained a [Zero Tolerance Camp](#) along the border to document illegal activities committed by Whiteclay liquor storeowners, such as selling to intoxicated patrons and solicitation.

What: Press conference to end illegal alcohol activity in Whiteclay, Nebraska

When: 2 p.m., Monday, July 8, 2013

Where: The Nebraska Liquor Control Commission, 301 Centennial Mall S., Lincoln, NE 68508

Who: Supporters include:

- Oglala Sioux Tribal President Bryan Brewer
- Black Hills Sioux Nation Treaty Council
- Deep Green Resistance
- Nebraskans for Peace
- Alcohol Justice
- U.S. community allies

Why:

- 25% of Pine Ridge Reservation youth suffer from Fetal Alcohol Spectrum Disorder
- 2/3 of Pine Ridge Reservation adults suffer from alcoholism
- To stop the illegal alcohol activity at Whiteclay, Nebraska such as:
 - Retailer participation in alcohol smuggling into the Pine Ridge Reservation
 - Trade of alcohol for sex
 - Loitering at the premises of alcohol retailers with open containers
 - The inability of Nebraska Liquor Commission to stop illegal retailer activity
 - Recent homicides and physical violence
 - Alcohol sales to minors
 - Alcohol sales to intoxicated people

To see past Anheuser-Busch political campaign donations in Nebraska click here:

<http://bit.ly/14AKNr3>

For more information, [click here](#): .

To watch associated videos: <http://youtu.be/8xVrIPgRZDc>

Media Availability: For more info or to schedule interviews, contact Jorge Castillo, Advocacy Director, Alcohol Justice [213 840-3336](tel:2138403336).



A [Sheridan County, Nebraska](#), deputy sheriff strong-arms a Pine Ridge, South Dakota Native American Reservation activist blockading a Budweiser beer truck delivery in Whiteclay, NE.

Photo by [Andrew Ironshell](#)