

# FREE BEN & JERRY'S!

THE MAGNUM  
CORPORATION IS  
DESTROYING THE  
HEART AND SOUL  
OF B&J'S!

👉 HELP SAVE ITS SOCIAL MISSION 👈



SCAN TO LEARN MORE + TAKE ACTION

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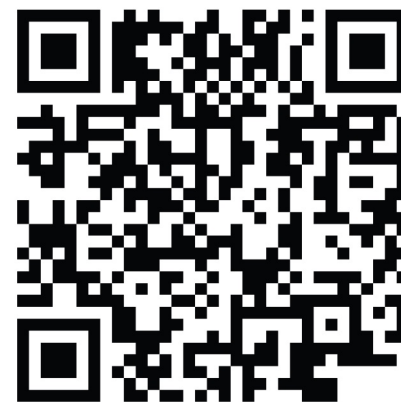
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# WHAT'S HAPPENING

*SINCE 2021, UNDER UNILEVER AND MAGNUM'S OWNERSHIP, THE COMPANY'S MISSION, BRAND VALUES, AND INDEPENDENCE HAVE BEEN REPEATEDLY COMPROMISED, RESULTING IN MULTIPLE LAWSUITS BETWEEN THE INDEPENDENT BOARD AND ITS PARENT COMPANY.*

## WHY IT MATTERS

*BEN & JERRY'S HAS ALWAYS STOOD FOR MORE THAN PROFIT:*

- **SOCIAL JUSTICE**
- **FAIR BUSINESS PRACTICES**
- **COMMUNITY IMPACT**

*IF THAT MISSION IS LOST, IT BECOMES JUST ANOTHER PIECE OF FROZEN MUSH.*

## WE NEED YOUR HELP

→ **TAKE ACTION: TELL MAGNUM TO SELL B&J'S TO A GROUP OF SOCIALLY ALIGNED INVESTORS THAT WILL PROTECT THE SOCIAL MISSION.**

→ **SPREAD THE WORD**

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