

Justin Long is asked to encourage Apple to take lead in conflict-free electronics

Jan. 14, 2010

Chantelle Aspey, Talent Publicist
42 West Public Relations L.A.
11400 W. Olympic Blvd., Ste. 1100
Los Angeles, CA 90064



Source: Raise Hope for Congo

Dear Ms. Aspey:

Because of your representation of Justin Long, who has become inextricably associated with the Apple brand, I felt compelled to share with you my concerns about the role Apple may be playing in the conflict in the Democratic Republic of Congo (DRC).

If you could hear the stories I have heard from the women and girls of eastern Congo, you would understand why I could not stand idly by when I realized that my recent purchase of Apple electronics could be fueling such horrific violence.

According to The Enough Project:

The DRC, scene of the deadliest conflict since World War II, remains the most dangerous place in the world to be a woman or a girl — in significant part because of the international demand for electronic products that requires minerals found in the eastern Congo. While eastern Congo is a complex crisis ... the trade in conflict minerals remains one of the key drivers of the conflict.

Already an industry leader in design and environmental impact, Apple could go far in making a difference in the human impact of conflict minerals – not to mention designing the industry's *Conflict-Free* icon to encourage wider participation by all electronics companies. Certainly, Apple is working with the Electronics Industry Citizenship Coalition, but EICC actions have not translated into real change.

I urge Apple to commit to conflict-free products by signing the **Conflict Minerals Pledge**, vowing to:

1. Trace supply chains for all tin, tantalum, tungsten or gold in Apple products to verify mines of origin.
2. Conduct independently verifiable supply chain audits to document the routes taken, intermediaries involved and transactions made from mine of origin to final product.

The Enough Project and its partners will work with companies that sign the pledge to help them fulfill their commitments, and support efforts to provide definitive guidance from the United Nations, the U.S. government, and expert sources on conflict actors and areas of concern in eastern Congo.

With the recent “60 Minutes” coverage; United Nations report; and bills S. 891 and H.R. 4128 circulating in the U.S. Senate and House, momentum around conflict minerals is building.

I urge Mr. Long to use his influence to encourage Apple to step forward as the leader in verifiably conflict-free products, and ensure that Apple's corporate actions are not inadvertently helping fuel atrocities: the death, rape and violence in eastern Congo, driven by the illicit trade in conflict minerals.

With deep gratitude for your kind attention,

Jenni Parmalee, Sheltering Tree Project
jenni@shelteringtreeproject.org

To contact Enough: e-mail conflictminerals@enoughproject.org or call 202-682-1611

Mr. Long, please encourage Apple to take the lead in conflict-free electronics

Jan. 14, 2010

Justin Long, c/o Chantelle Aspey
42 West Public Relations L.A.
11400 W. Olympic Blvd., Ste. 1100
Los Angeles, CA 90064



Source: Raise Hope for Congo

Dear Mr. Long:

Because of your highly identifiable role as a *Mac*, your public identity has become inextricably associated with the Apple brand. That's why I felt compelled to share with you my concerns about the role Apple may be playing in the conflict in the Democratic Republic of Congo (DRC).

If you could hear the stories I have heard from the women and girls of eastern Congo, you would understand why I could not stand idly by when I realized that my recent purchase of Apple electronics could be fueling such horrific violence.

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I urge you to please use your influence to encourage Apple to step forward as the leader in verifiably conflict-free products, and ensure that Apple's corporate actions are not inadvertently helping fuel atrocities: the death, rape and violence in eastern Congo, driven by the illicit trade in conflict minerals.

With deep gratitude for your kind compassion,

Jenni Parmalee, Sheltering Tree Project
jenni@shelteringtreeproject.org

To contact Enough: e-mail conflictminerals@enoughproject.org or call 202-682-1611

John Hodgman is asked to encourage Apple to take lead in conflict-free electronics

Jan. 14, 2010

Amanda Walker, Senior Publicist
Dutton & Gotham, Penguin U.S.A.
375 Hudson St.
New York, NY 10014



Source: Raise Hope for Congo

Dear Ms. Walker:

Because of your representation of John Hodgman, who has become inextricably associated with the Apple brand, I felt compelled to share with you my concerns about the role Apple may be playing in the conflict in the Democratic Republic of Congo (DRC).

If you could hear the stories I have heard from the women and girls of eastern Congo, you would understand why I could not stand idly by when I realized that my recent purchase of Apple electronics could be fueling such horrific violence.

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I urge Mr. Hodgman to use his influence to encourage Apple to step forward as the leader in verifiably conflict-free products, and ensure that Apple's corporate actions are not inadvertently helping fuel atrocities: the death, rape and violence in eastern Congo, driven by the illicit trade in conflict minerals.

With deep gratitude for your kind attention,

Jenni Parmalee, Sheltering Tree Project
jenni@shelteringtreeproject.org

To contact Enough: e-mail conflictminerals@enoughproject.org or call 202-682-1611

Mr. Hodgman, please encourage Apple to take the lead in conflict-free electronics

Jan. 14, 2010

John Hodgman, c/o Amanda Walker
Dutton & Gotham, Penguin U.S.A.
375 Hudson St.
New York, NY 10014



Source: Raise Hope for Congo

Dear Mr. Hodgman:

I'm writing to you because of your highly identifiable role in Apple's commercials. While flawlessly convincing as *the PC*, you have a public identity that is undeniably associated with the Apple brand, allowing great opportunity to make a difference. That's why I felt compelled to share my concerns about the role Apple may be playing in the conflict in the Democratic Republic of Congo (DRC).

If you could hear the stories I have heard from the women and girls of eastern Congo, you would understand why I could not stand idly by when I realized that my recent purchase of Apple electronics could be fueling such horrific violence.

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