Resolution No. 49-BOD-07, CD1

"Requesting that Anheuser-Busch, Inc. cease and desist from describing Palau, CNMI, Guam, Yap, Chuuk, Pohnpei, Kosrae and the Marshall Islands as a “Bud Nation.”

WHEREAS, Anheuser-Busch, Inc. is pursuing an advertising campaign in which it describes Palau, CNMI, Guam, Yap, Chuuk, Pohnpei, Kosrae and the Marshall Islands as a “Bud Nation”; and

WHEREAS, Anheuser-Busch, Inc. did not consult with the appropriate authority for approval prior to the description of the aforementioned nations in a for profit advertising campaign, and that the member nations request that Anheuser-Busch, Inc. cease and desist in the “Bud Nation” advertising campaign; and

WHEREAS, the term “Bud Nation” at its worst inaccurately suggests that these islands are peopled by alcoholics and unceasing drinkers of Budweiser; and

WHEREAS, there are many who find this description derogatory and racist; and

WHEREAS, these advertisements also may run afoul of APIL members, which exhibit unfair and deceptive acts and practices such as representing or creating a likelihood of confusion or misunderstanding that goods or services have sponsorship, approval or certification that they do not have; and

WHEREAS, no person of authority in the APIL member entities has given permission for Anheuser-Busch, Inc. to suggest that it is recognized by the entity as the official beer of the APIL member; and

WHEREAS, the advertising campaign is a marketing effort designed to increase consumption of alcohol; and

WHEREAS, it is the responsibility of the governments of the APIL members to provide for the general welfare, health, peace, and security of its people; and

WHEREAS, alcohol abuse is a serious concern to the citizens of the APIL members, wherein alcohol abuse is one of the top perceived community problems and a high percentage of motor vehicle accidents have been documented to be alcohol related; and

WHEREAS, this concern has prompted a member of APIL to enact two separate laws addressing alcohol abuse in this year alone; and
WHEREAS, the suggestion that the APIL member entity encourages alcohol abuse rather than
condemns it by the use of a slogan stating that its members are a “Bud Nation” is an affront to its members;
now, therefore,

BE IT RESOLVED by the Board of Directors of the Association of Pacific Island Legislatures,
49th Board Meeting, December 4-5, 2008, Majuro, Republic of the Marshall Islands, that the Board of
Directors, on behalf of the Association of Pacific Island Legislatures, requests that Anheuser-Busch, Inc.
cease and desist from describing Palau, CNMI, Guam, Yap, Chuuk, Pohnpei, Kosrae and the Marshall
Islands as a “Bud Nation; and

BE IT FURTHER RESOLVED that the APIL President shall certify, and the APIL Secretary
shall attest to the adoption hereof and that copies of the same shall be thereafter transmitted to the President
and CEO of the Anheuser-Busch, Inc. and to the Presiding Legislative Officers and Chief Executives of
each of the APIL member jurisdictions.

J. KALANI ENGLISH  
JUDITH T. WON PAT, Ed. D.  
President  
Secretary