



Association of Pacific Island Legislatures

American Samoa
Commonwealth of the Northern Mariana Islands
FSM, State of Chuuk
FSM, State of Kosrae
FSM, State of Pohnpei
FSM, State of Yap
Island of Guam
Republic of Kiribati
Republic of the Marshall Islands
Republic of Nauru
Republic of Palau
State of Hawaii

A RESOLUTION

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.”

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

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

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

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

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

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

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

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

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

23 **WHEREAS**, this concern has prompted a member of APIL to enact two separate laws addressing
24 alcohol abuse in this year alone; and

1 **WHEREAS**, the suggestion that the APIL member entity encourages alcohol abuse rather than
2 condemns it by the use of a slogan stating that its members are a "Bud Nation" is an affront to its members;
3 now, therefore,

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

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



J. KALANI ENGLISH
PRESIDENT



JUDITH T. WON PAT, Ed. D.
SECRETARY

