

SUCSESSES IN THE 'BOOT THE BELL' CAMPAIGN

Since 2002, students at 21 universities and schools nationwide have moved their administrations to either terminate or deny Taco Bell contracts. UCLA, Notre Dame and Cal State San Bernardino are the latest to boot the Bell.

Students at the following universities succeeded in removing Taco Bell from their campuses:

- 1. University of California, Los Angeles (UCLA)**
After several years of campaigning, students at UCLA were successful in getting ASUCLA, the body that oversees their campus restaurants, to vote to remove Taco Bell from campus. ASUCLA considered input from the CIW, Taco Bell and students, and on November 1, 2004, Taco Bell was replaced with Shorty's Subs.
- 2. California State University, San Bernardino**
In November 2004, after gathering 1,500 petition signatures and receiving endorsements from 3 student and faculty bodies, campus activists at CSU-SB were informed that their Taco Bell restaurant would not be re-opening for business with the rest of the Student Union, all of which had been closed for renovations.
- 3. University of Memphis**
In the fall of 2001, students began organizing to remove Taco Bell from their campus. After extensive flyering, petitioning student government for an endorsement and meeting with administration and Aramark officials on campus, students returned in the spring of 2003 to find that there was no longer a Taco Bell on campus.
- 4. San Diego City College**
In the fall of 2002, MEChA began mobilizing around the Boot the Bell campaign. Initially, the administration refused to work with students, but during a 10-Day Hunger Strike, students turned up the heat with petitions and protests and the administration subsequently agreed to remove the Taco Bell franchise from campus.
- 5. Middle Tennessee State University**
In the fall of 2002, three MTSU students joined workers in Immokalee where they learned first-hand about farm worker exploitation. Returning to school determined to Boot the Bell, they met with the administration and the university quickly agreed to remove the franchise. The decision was officially announced in the school newspaper in an article titled, "*Taco Bell contract to expire: Decision comes after boycott.*"
- 6. California State University, Los Angeles**
In an interview with Nation's Restaurant News, Dean Calvo, executive director of UAS (University Auxiliary Services Inc.) acknowledged that "*student protests did play a role in the UAS decision not to renew its contract with Taco Bell*" at CSULA in the fall of 2001.
- 7. Samford University**
After a series of protests and meetings with the administration in the spring of 2002, the university decided that the cost of keeping Taco Bell "was not proportionate to the revenue it generated," so it was replaced with a non-franchise, local taco shop.
- 8. University of Chicago**
In the spring of 2002, the UC Anti-Sweatshop Coalition organized an intense campaign to Boot the Bell from their campus. By the fall of 2002, administrators agreed to meet with students, stating that "*students had been successful in influencing the student body that Taco Bell was, and is, a 'bad business decision.'*" The franchise was removed shortly thereafter.
- 9. University of San Francisco**
In the spring of 2002, students organized to remove Taco Bell from their campus. According to the USF News Online, "*a campus movement to break the university's tie with Taco Bell resulted in the removal of the chain.*"

The following school has cut Taco Bell sponsorships:

- 10. The University of Notre Dame**
In the fall of 2004, Notre Dame announced that a \$75,000 Taco Bell sponsorship of a post-football game radio show was cancelled and Taco Bell cannot sponsor Notre Dame, nor use its logo because of student concern about the boycott. In the spring of 2003, when the University refused to cancel the contract, 140 students went on a rotating hunger strike.

The following schools have removed all Taco Bell products from their campuses:

- 11. Tampa Preparatory School**
After students mobilized around the boycott, this high school's student council voted in early 2004 to refuse Taco Bell from catering on campus.

SUCCESSSES IN THE 'BOOT THE BELL' CAMPAIGN - (continued)

12. Carmel High School

Students at this high school in Illinois met with their principal in the fall of 2002 and succeeded in having all Taco Bell products pulled from their shelves.

13. West High School, Denver, CO

After meeting workers during the "mini-tour" in the fall of 2001, students at this high school in Denver formed an Immokalee Support Group and succeeded removing all Taco Bell products from their shelves.

14. Catholic Schools in Gary Diocese of Indiana

After hearing about the boycott in the fall of 2001, students and administration in Catholic schools in the Gary Diocese of IN, including 30 high schools, *removed all YUM products from their shelves.*

15. Sunflower Catholic School, Tampa, FL

After meeting with workers in the spring of 2001, students and teachers at this high school in Tampa mobilized to ensure that no Taco Bell products were sold on campus.

16. Duke University

Students met with university administration about the boycott in the fall 2001 and the university quickly agreed to remove all Taco Bell products from their shelves.

The following schools have prevented a Taco Bell franchise from opening on campus:

17. University of Michigan

In the fall of 2003, student government had talked about passing a resolution to bring Taco Bell on campus. Students then mobilized on campus to stop the resolution and successfully had the resolution tabled.

18. Loyola University

During a meeting with administration in the fall 2003, Loyola SAS convinced the university to honor the boycott by not putting a Taco Bell franchise on campus.

19. University of Pennsylvania

After hearing about the boycott in the fall of 2002, students mobilized to prevent a Taco Bell franchise from opening on campus.

20. Milwaukee Area Technical College

In the spring of 2002, the administration was considering opening a campus Taco Bell franchise, but the chairman of the finance committee refused to allow the fast food giant on campus, citing the boycott as the primary reason.

21. University of California, Berkeley

After meeting Coalition workers during the "mini-tour" in the fall of 2001, students mobilized to prevent a Taco Bell franchise from opening on campus.

University of Texas - San Antonio:: Mechistas organizd to prvent TB

Other Successes:

Eleven national student organizations have officially endorsed the boycott, including MEChA, 180 Movement for Democracy and Education, Campus Greens, Student Environmental Action Coalition, Student / Farmworker Alliance, Student Peace Action Network, Students Transforming and Resisting Corporations, Student Labor Action Project and United Students Against Sweatshops.

San Diego State University student government endorsed the boycott in spring 2003, committing to support the campaign to Boot the Bell from their campus.

University of California Student Association, which *represents students at every UC school*, including two universities with Taco Bell on their campus (UCLA and UC Davis), endorsed the boycott in spring 2002 and committed to taking action to remove all Taco Bell franchises and products from UC shelves.

Cal Poly Pomona MEChA mobilized an intense campaign in spring 2002 to prevent a Taco Bell franchise from coming on their campus. Students succeeded in postponing the grand opening for three weeks, costing Taco Bell and the university thousands of dollars in earnings. Students are now organizing to permanently remove Taco Bell from campus.

For the most current information on schools that have booted the Bell, please visit www.sfalliance.org