



Israeli Apartheid Week  
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MEDIA ADVISORY  
FOR IMMEDIATE RELEASE  
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**South African anti-apartheid activist Na'eem Jeena opens  
6th International Israeli Apartheid Week**

**What:** Israeli Apartheid Week 2010 - Five Years Since the BDS Call - Celebrating Our Success

**When:** March 1st, 2010, 7 pm

**Where:** Ryerson University, Ted Rogers School of Management, TRS 1607, 55 Dundas St. West, Toronto

The sixth International Israeli Apartheid Week (IAW) opens today in Toronto. The opening event will focus on the successes of the Boycott, Divestment and Sanctions (BDS) movement and will feature South African community leader and anti-apartheid activist **Na'eem Jeena** and Canadian journalist **Jon Elmer**.

The week will continue with daily panels at the University of Toronto, Ryerson University and York University, and will close on Friday March 5th with Palestinian academic and journalist **Rabab Abdulhadi**. A cultural event on Saturday March 6 will feature Palestinian hip-hop artist **Abeer Alzinaty** and Montreal-based Iraqi MC **The Narcicyst**.

IAW is a yearly event aimed at raising awareness about Israel's apartheid policies toward Palestinians. It is currently taking place in 13 cities in Canada, and over 40 cities internationally. The week aims to build support for the Boycott, Divestment and Sanctions campaign. The BDS movement was launched in July 2005 by over 170 Palestinian civil society organisations. The demands of this campaign are: full equality for Arab-Palestinian citizens of Israel, an end to the occupation and colonisation of all Arab lands, and the protection of Palestinian refugees' right to return.

For further information and a full programme visit [www.apartheidweek.org](http://www.apartheidweek.org) or contact [media@apartheidweek.org](mailto:media@apartheidweek.org) or 416 890 3703.