



# Kahnawà:ke Ratitsénhaiens

*Mohawk Council of Kahnawà:ke*

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Enhsakotò:kénhte Nitiotié:ren Tsi Ietsenhaientákhwa

## Tsi Nahóten Karihwanákere No'nenk News Release

### **Mohawk Council of Kahnawake takes action on 'Anti-Contraband' billboard fiasco, company apologizes**

#### **For immediate release**

**(Kahnawake – 12, Enniskó:wa/March 2014)** The Mohawk Council of Kahnawà:ke (MCK) wishes to inform Kahnawà:kehró:non that the company that administers billboard advertising in Kahnawà:ke is apologizing to the community after an advertisement appeared on the Territory containing an 'anti-contraband' tobacco message.

Concerned community members gathered where the billboard stands near Glen Delaronde's garage last evening after taking offence to the French-language message that 'buying contraband tobacco funds organized crime.' Chief Bobby Patton, who was in attendance, informed the Peacekeepers that the advertisement was being physically removed.

"It's absolutely appalling that an advertisement that goes directly against our right to strive for economic independence should appear on the Territory," said Chief Patton. "This type of incident is unacceptable and will not be tolerated."

Chief Christine Zachary-Deom contacted Astral Out-of-Home on behalf of MCK this morning.

"Astral is the company that erects, maintains and sells advertising space on the billboards throughout the community," she said. "The company apologized profusely and pledged to be far more diligent in these matters. This matter is not closed, but the apology is a first step. We need guarantees, not reassurances."

The MCK believes the advertisement was purchased by Ehec au crime (the Quebec version of Crimestoppers) as part of a campaign by the National Coalition Against Contraband Tobacco.

The MCK had no prior knowledge of the contents of the billboard.

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EDO-COMM-0001