

Rabbi Marvin Hier
Founder and Dean

March 14, 2022

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Mr. Dan Chu
Sierra Club Acting Executive Director
Sierra Club Foundation Executive Director
Via Email

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Dear Mr. Chu,

The Simon Wiesenthal Center, a leading Jewish Human Rights NGO is urging the Sierra Club to reinstate its trips to Israel, one of which was canceled with just a few days' notice.

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It is deeply disappointing that we even have to write this protest on behalf of our 400,000 members, some of whom are also longtime supporters of the work and goals of your important organization. The Sierra Club, historically a pioneer in promoting an environmentally clean world, has suddenly become an anti-Semitic polluter by caving to extremist anti-peace groups who seek to demonize, delegitimize, and eliminate the democratic Jewish State.

We do not believe for one moment that such a draconian move came about because of a single email. The sudden cancellation of regular trips to Israel-- a country deeply involved in environmental issues--by the Sierra Club was the result of a coordinated campaign by anti-peace extremists. To the best of our knowledge, Sierra Club made no attempt to verify the allegations made by the hit squad of anti-Israel propagandists which according to media reports included anti-Zionist groups like the Adalah Justice Project; the Indigenous rights group the NDN Collective; the Campaign for the Boycott of Israel; Jewish Voice for Peace; the Sunrise Movement; and the Movement for Black Lives.

We note that the Sierra Club continues to advertise multiple trips to Communist China whose regime is guilty of a genocide against the Uighur minority, destroys Christian Churches and crushed the people of Hong Kong.

Human rights icon Natan Sharansky defines the 3DS of contemporary anti-Semitism: Double standard. Demonization. Delegitimization.

With its cancellation of its trips to Israel, the Sierra Club is guilty of a dangerous double standard that feeds deadly toxic anti-Semitism.

**Honorary*

CHAIRMAN EMERITUS
Samuel Belzberg z'l

Mr. Chu, we take note that the Sierra Club identifies one of its central goals as 'standing up to the hate and intolerance that divide people and prevent progress'. The sudden and unjust decision made by the Sierra Club to eliminate trips to Israel, makes a mockery of its stated goal. Boycotting the Jewish state feeds hate and intolerance, divides people and prevents progress toward the hoped-for goal of peace in the Holy Land.

The Simon Wiesenthal Center therefore, urges the Sierra Club to immediately rescind this unjust draconian move and to distance your organization from anti-peace and anti-reconciliation extremists.

I looking forward to an early reply.
Thank You.



Rabbi Abraham Cooper
Associate Dean
Director Global Social Action
Simon Wiesenthal Center International Headquarters
Los Angeles CA 90035