



November 6, 2023

Mr. Andy Jassy  
Chief Executive Officer  
Amazon Headquarters  
410 Terry Avenue N  
Seattle, WA 98109

Dear Mr. Jassy:

via email: [andy@amazon.com](mailto:andy@amazon.com), [ajassy@amazon.com](mailto:ajassy@amazon.com), [PR@amazon.com](mailto:PR@amazon.com)

The Jewish War Veterans of the United States of America (JWV), National Ladies Auxiliary (JWVA) and the National Museum of American Jewish Military History (NMAJMH) write to express concern on the critical issue of terrorism, hatred, bigotry, and antisemitism. Now more than ever, Americans must demonstrate solidarity and unity in standing against all kinds of expression of hatred. Officials from government, corporations, universities, nonprofits, and individual citizens are leading the effort.

We call on Amazon and its leadership to recognize a product that is offensive to many in your customer base and in the world. JWV, JWVA, and NMAJMH **urge Amazon to stop selling and distributing offensive merchandise, including apparel, stickers and items** on your website and commercial platform. The merchandise contains the phrase "**From the River to the Sea Palestine Will be Free**" and its meaning calls for the destruction of Israel and annihilation and elimination of the Jewish people. The attached is a sample from your website.

While we recognize the First Amendment provides for freedom of speech, terrorism and hatred are never justified. The slogan appeals to hatred, incites violence and bigotry and is deeply offensive across the global community. This is especially true since the terrorist attacks by Hamas on October 7, showing atrocities of innocents being beheaded, whole families randomly being executed, women being raped, and people being kidnapped and held hostage. All entities and individuals have a responsibility to prevent and not facilitate hatred and violence.

JWV, JWVA and NMAJMH have a long and extensive history of combatting antisemitism, hatred, and bigotry, advocating for America's veterans, service members, their families, caregivers, and survivors since 1896 and supporting Israel. We urge Amazon to join us in combatting hatred and bigotry, advocating for veterans and service members, and supporting Israel, the lone democracy in the region.

Thank you for your attention and consideration. We look forward to working and partnering with you in the future. Questions should be directed to our National Executive Director, Mr. Ken Greenberg by email at ([kgreenberg@jwv.org](mailto:kgreenberg@jwv.org)) or 202 265 6280, extension 406.

Sincerely,

COL Barry Lischinsky, USA, Ret.  
JWV National Commander (2023-2024)

Shirley Zak  
JWVA National President

Elaine Bernstein  
NMAJMH President



Q from the river...



Brand: Generic

2.0 ★★☆☆☆ 5

from The River to The Sea Palestine Will Be Free T-Shirt, Stand with Palestine Map Flag Support Unisex Gift Tee Top

