



Media Advisory for Events Occurring  
May 25, 2013

**Contact:** Olowan Martinez 605 899--0044  
Jorge Castillo 213 840—3336

***Field of White Crosses At Zero Tolerance Camp on the Border of White Clay, NE  
Symbolize Pine Ridge Native Americans Harmed by Alcohol***

PINE RIDGE, INDIAN RESERVATION, SD (May 24, 2013) – According to Alcohol Justice, Oglala Sioux Tribal President Bryan V. Brewer, Sr. is encouraging concerned tribal members and allies to join him at Zero Tolerance Camp this Saturday, May 25, 2013 at 12:00 p.m. (MST) for a peaceful demonstration and prayer vigil for all those affected by the wraths of alcohol.

Zero Tolerance Camp organizers are encouraging tribal members and allies to bring white crosses for a family member that they have lost due to alcohol addiction or an alcohol-related accident. The crosses will be placed along the highway leading into White Clay, NE, the unincorporated hamlet that contains four liquor stores that reap large profits from the neighboring “dry” Pine Ridge Indian Reservation.

Organizers have maintained a full-time encampment along the border since April 30, 2013, to document illegal activities committed by White Clay liquor storeowners, such as selling to intoxicated patrons and solicitation.

**What:** Demonstration & Prayer Vigil

**When:** Saturday, May 25, 2013 12 p.m.

**Where:** Border of Pine Ridge South Dakota and White Clay, Nebraska

**Who:** Representatives from:

- Oglala Lakota Nation
- Community Supporters

**Why:**

- Life Expectancy on Pine Ridge Reservation in 2007 was estimated to be 48 for males and 52 for females
- 2/3 of Pine Ridge Reservation adults suffer from alcoholism
- 25% of Pine Ridge Reservation youth suffer from Fetal Alcohol Spectrum Disorder
- White Clay alcohol sellers participate in alcohol smuggling into the Pine Ridge Reservation
- White Clay alcohol sellers trade alcohol for sex
- White Clay alcohol sellers sell alcohol to minors
- White Clay alcohol sellers sell alcohol to intoxicated people

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