

Time to tackle Olympic sized tax breaks

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This comes from 38 Degrees but I am more than happy to endorse it:

The UK's winning Olympic bid included huge tax breaks for sponsors. As a result, massive multi-nationals like Coca-Cola, McDonald's and Adidas stand to make a tax-free fortune. Experts (*I think they mean me*) think the UK could be losing tens of millions.

As sponsors, these companies will be banking on loads of positive media exposure. Let's use that to our advantage, turn the tables, and roll out a massive petition demanding they pay their fair share. If the petition is big enough, and attracts enough media attention, it could be the first step in scaring these image-conscious companies into refusing their gold-plated tax break.

Can you add your name to the petition to the heads of these big companies demanding they turn down their Olympic tax dodge?

<https://secure.38degrees.org.uk/olympic-tax-dodging>

The whole reason these gigantic companies are involved in the Olympics is for the image boost it'll provide. A tarnished brand is their PR team's worst nightmare. ***So what'll scare them most is our huge petition being covered in the media,*** and high-profile hand-ins at their flagship stores. Sources tell us a few of the sponsors may already be rattled. Let's show them their Olympic tax-dodge isn't worth the PR damage by piling into the petition and sharing it with friends.