

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.