



FOR IMMEDIATE RELEASE
Tuesday 14 March, 2017

Coopers Brewery supports diversity and equality

Coopers Brewery wishes to make the following statement:

“On behalf of the Coopers Board and senior staff, we are incredibly saddened by the impact our involvement with the Bible Society has had on our valued Coopers drinkers and our extended family,” Coopers Managing Director, Dr Tim Cooper, said.

“As a longstanding philanthropic company, Coopers Brewery has been passionate about supporting all aspects of our community, and has actively and financially embraced many different organisations.

“Our company’s guiding principles have centred around respect for others, and, as such, the recent activity surrounding the video made by the Bible Society has conflicted with our core values. Coopers never intended to make light of such an important issue, and would never and did not approve the making or release of the Bible Society video ‘debate’.”

Coopers Director of Corporate Affairs, Melanie Cooper said Coopers Brewery was and had always been supportive of diversity and encourages individualism.

“Our company supports marriage equality,” Ms Cooper said.

“Offence has been taken by our recent involvement, for which we are deeply sorry. We have listened to a range of community views, we acknowledge this feedback and respect everyone’s individual opinions and beliefs.

“We have consequently cancelled the release of our Bible Society commemorative cans and will be taking steps to show our further support for our community, including joining Australian Marriage Equality.

“Our company brews great beer that we are passionate about, and we warmly embrace all Australians.”