

1 [Coors Boycott Commemoration Day - June 26, 2026]

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3 **Resolution celebrating the anniversary of the Coors Boycott and proclaiming June 26,**
4 **2026, as Coors Boycott Commemoration Day in the City and County of San Francisco.**

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6 WHEREAS, In the 1960s, Chicano and Black activists in Colorado began the first
7 boycott in protest against Adolph Coors Brewing Company’s (Coors Company) discriminatory
8 hiring practices that targeted and excluded members of the LGBTQ+, Black, and Chicano
9 communities; and

10 WHEREAS, The Coors Company had historically utilized invasive and humiliating
11 polygraph examinations as a condition of employment, specifically inquiring into the private
12 sexual orientation and political affiliations of prospective workers; and

13 WHEREAS, The Coors Company had consistently maintained an anti-union stance,
14 constantly seeking to dismantle the protection of seniority, fair wages, and collective
15 bargaining for members of Brewery Workers Local 366 and Teamsters Local 888; and

16 WHEREAS, In the early 1970s, the movement against the Coors Company had
17 migrated to California, where a historic coalition, the Coors Boycott Alliance, was forged in
18 San Francisco between organized labor, led by President Allan Baird and Andris “Andy”
19 Cirkelis of Teamsters Local 921, and the LGBTQ+ community, led by Harvey Milk and
20 Howard Wallace, an openly gay truck driver and Teamster member, to stand in solidarity
21 against corporate discrimination; and

22 WHEREAS, This coalition, named the Coors Boycott Alliance launched a large-scale
23 boycott initiated in the Castro and spreading throughout the Bay Area; and

24 WHEREAS, A commemorative “pour out” first took place in front the historic Twin
25 Peaks Tavern, located in the Castro LGBTQ Cultural District, which was opened in 1972 by

1 Peggy Forrster and Mary Ellen Cunha, and later taken over by Jeffrey Green and George
2 Roehm, all of whom were close friends of the late Allan Baird and did not carry Coors
3 beverages in solidarity; and

4 WHEREAS, Due to the San Francisco-led efforts, Coors Company's market share in
5 California plummeted throughout the 1970s from 40% to roughly 14%; and

6 WHEREAS, The Coors Boycott lasted in various forms until 1987, eventually forcing
7 the Coors Company to adopt some of the first corporate non-discrimination policies in the
8 country; and

9 WHEREAS, San Francisco has widely been considered a "union town," heavily shaped
10 by a deep labor history built upon the tireless efforts of workers who have fought for the right
11 to organize, strike, and secure a middle-class life through collective bargaining; and

12 WHEREAS, San Francisco has historically served as a pioneer in the advancement of
13 LGBTQ+ rights, recognizing that the dignity of the individual is paramount and that no citizen
14 should be denied the right to work based on who they love or how they identify; and

15 WHEREAS, The "San Francisco Model" of organizing successfully united diverse
16 social justice movements, demonstrating that the struggle for labor rights is inseparable from
17 the struggle for civil rights; now, therefore, be it

18 RESOLVED, That in celebration of Pride Month, the Board of Supervisors reaffirms the
19 City's commitment to being a city where labor and civil rights are indivisible; and be it

20 FURTHER RESOLVED, That the Board of Supervisors commemorates the anniversary
21 of the Coors Boycott, celebrating the historic partnership between the labor movement and
22 the LGBTQ+ community; and be it

23 FURTHER RESOLVED, That the Board of Supervisors recognizes that the Coors
24 Boycott serves as a reminder that the community's greatest strength lies in the City's unity

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1 and that San Francisco will always stand as a fortress against discrimination in the workplace
2 and the community; and, be it

3 FURTHER RESOLVED, That the Board of Supervisors proclaims June 26, 2026, as
4 Coors Boycott Commemoration Day in the City and Country of San Francisco, which
5 coincides with the San Francisco's Trans March, to emphasize the ongoing solidarity between
6 the LGBTQ and labor movements as exemplified in the gathering of Bay Area Union Locals
7 led by the Coors Boycott Commemoration Committee and San Francisco Labor Council,
8 marching in solidarity and support of the trans, non-binary, and gender non-conforming
9 communities in the 2026 Trans March.

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