**TRANSLATION OF THE ALLIANCE'S VIDEO WITH MIXE YOUTH:**

*Nutritional Health Alliance: As part of its 2015 Christmas campaign, Coca-Cola launched a commercial filmed in the Mixe community of Totontepec, Oaxaca.  This commercial, which invites people to break down their prejudice, is criticized for being discriminatory, for reinforcing stereotypes and promoting habits that pose a threat to the dignity, culture and health of indigenous peoples.  
  
Nutritional Health Alliance: Here is a commented version of the commercial that shows the reality and shares reflections of Mixe youth.*

Coca Cola ad: "81.6% of Mexican indigenous peoples have felt rejected for speaking another language"

*Mixe youth: "In 2012, 2.8 million indigenous peoples [in Mexico] did not have access to health services".*

Coca-Cola ad: "This Christmas, a group of young people wanted to give them a very special message"

*Mixe youth: "Close to one third of the Oaxaca population does not have access to piped water."*

Coca-Cola ad: "Totontepec, Oaxaca, Mexico"

*Mixe youth: "Consumption of one sugary drink a day increases the risk of diabetes by 26% more than for those who consume less than one such drink a day."*

*Mixe youth: "50 years ago cases of type II diabetes in indigenous communities were scarce. Now it has begun to be an epidemic."*

*Mixe youth: "To stay united, we must protect our dignity, our health and our culture."*

Coca-Cola ad: "Stay United" Mixe language

*Mixe youth: In Oaxaca, we drink tejate, tea and clean water.*

Coca-Cola ad: "#AbreTuCorazon" [#OpenYourHeart]