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March 29, 2016

Mr. John Gainor
President and Chief Executive Officer
American Dairy Queen Corporation
7505 Metro Blvd.
Minneapolis, MN 55439-0286

Dear Mr. Gainor:

The Anti-Defamation League (ADL) is a 103-year-old civil rights and human relations organization dedicated to "stop the defamation of the Jewish people and secure justice and fair treatment to all." Recently it was brought to our attention that there are large signs prominently displayed at the front door and cash register and a smaller sign hanging up by the drive-thru window of the Dairy Queen restaurant on State Highway 146 in Kemah, Texas. According to reports, the signs include pictures and statements that malign Hinduism, claiming Hinduism is based on racism and lies. The owner of the Dairy Queen restaurant, Mr. Mohammad Dar, is quoted in a March 21 KPRC news report by Jennifer Bauer as saying "Racism is the foundation of Hinduism."

While Mr. Dar has a First Amendment right to display these signs, we join with those who find these signs offensive and divisive. We are disappointed that Mr. Dar chooses to use his Dairy Queen franchise to espouse ignorance and bigotry, especially given people of all faiths and backgrounds live in that community and go to Dairy Queen. We believe that most people of goodwill in Kemah will categorically reject Mr. Dar's anti-Hindu sentiments. We call on Dairy Queen's corporate office to examine its policies and procedures in efforts to ensure its restaurants are not used to promote hate and bigotry.

Harris County and surrounding areas are some of the most diverse communities in the country. Our diversity is our strength. To protect that diversity, we must live with each other with respect and acceptance, so that we can in turn expect respect and acceptance of ourselves. ADL stands with each community which faces intolerance, prejudice and bigotry.

Thank you for your time and consideration. We look forward to hearing from you.

Sincerely,

George Gibson, Chair
ADL Southwest Region

Cheryl Drazin
Jean & Jerry Moore Southwest Area Counsel

Jodi Bernstein
Senior Associate Director

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Southwest Region

4635 Southwest Freeway, Suite 400, Houston, TX 77027, T 713.627.3490 F 713.627.2011 www.adl.org