



Indigo Is a Proudly Canadian Company

Celebrate Canada by
supporting a genocidal army.



Boycott *Indigo* Books!



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is a social campaign calling for a push to boycott Indigo due to its CEO's involvement in the oppression of Palestinians and its complicity in Israel's genocide in Gaza.

Heather Reisman and her partner founded and currently run the HESEG Foundation, a Canadian "charity" that incentivizes lone soldiers, i.e. non-Israelis, to join the Israeli military.



Your purchase makes Indigo CEO richer

Indigo CEO is a Director of HESEG Foundation

HESEG recruits mercenaries to the Israeli military

Israeli military commits genocide against innocent civilians