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## **50,000+ American Creators Call On U.S. Trade Representative To Strengthen Copyright Protections in the North American Free Trade Agreement**

*The North American Free Trade Agreement, known as NAFTA, is currently being negotiated between the United States, Canada, and Mexico. Copyright law, the single most important tool in protecting the rights and livelihoods of millions of creatives across the country, looks to be on the negotiating table.*

**LOS ANGELES and WASHINGTON, DC** – October 11, 2017 – A petition sponsored by CreativeFuture, a coalition of more than 500 companies and organizations from across the creative industries, and USAlliance For Music, a group representing virtually the entire U.S. music industry, has gathered over 50,000 signatures and counting in support of strong copyright protections remaining a key element in any renegotiation of the North American Free Trade Agreement.

The petition (view [here](#)) explains that “the creative communities cannot afford to risk the jobs of millions of Americans by allowing weak provisions to enter a trade agreement that will define American exports for decades to come.”

CreativeFuture CEO Ruth Vitale said, “We must demand that strong intellectual property protections, consistent with previous trade agreements, remain in any renegotiation of NAFTA. Now that negotiations are here, our representatives in government must begin discussions with the strongest hand possible.”

Said USAlliance For Music Executive Director Michel Kains, “As negotiators come together to discuss important provisions within NAFTA that impact the

livelihoods of countless American creators, we urge U.S. officials not to bow to the agenda of behemoth Silicon Valley companies like Google seeking to undermine American exports and crucial copyright protections for their own gain. That’s why a loud chorus of more than 50,000 creators are calling on Ambassador Lighthizer to be heard – a new NAFTA should protect U.S. creators, not hurt them.”

Vitale added, “Limiting the property rights of U.S. creatives under the guise of “balance” means foreign companies can use U.S. creative property without any payment to U.S. rights holders. This is no way to conduct a negotiation. Instead, it’s a great way to grow our trade deficit on the back of the creative communities!”

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**ABOUT CREATIVEFUTURE**

CreativeFuture is a nonprofit coalition of more than 500 companies and organizations and more than 120,000 individuals – from film, television, music, book publishing, photography, and other creative industries. We’re mobilizing our members to speak up about the value of creativity, the importance of copyright in protecting creativity, and the massive harm caused by the global theft of our creative works. Millions of creatives and thousands of businesses around the world depend on copyright to bring all of us countless moments of inspiration, learning, and joy. Our mission is to advocate for strong but appropriate copyright protections and to empower creatives to speak out against piracy and how it affects their ability to create and to make a living. To learn more, visit [www.creativefuture.org](http://www.creativefuture.org).

**ABOUT THE USALLIANCE FOR MUSIC**

The USAlliance For Music is an initiative by music organizations representing the overwhelming majority of US music right owners, songwriters, recording artists, record companies, music publishers, managers and copyright collecting societies, to present their united view on specific issues of copyright protection for musical works and sound recordings to governments.