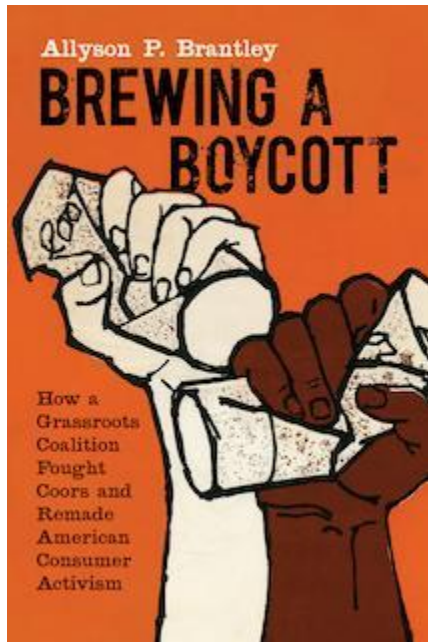


# Book Talk: Allyson Brantley on Brewing a Boycott



The International Brotherhood of Teamsters Labor History Research Center at the George Washington University will host another in its ongoing Labor History Book Talks series. Registration is required so please register via the link below.

Allyson Brantley will discuss her new book, *Brewing a Boycott: How a Grassroots Coalition Fought Coors and Remade American Consumer Activism*, as well as the research behind it. This book tells the story of one of the longest-running consumer boycotts in U.S. history, the Coors boycott. From the 1950s to the 1990s, Teamsters and other union members, progressive students, Black and Chicana activists, Native Americans, feminists, and members of the LGBTQ+ community built powerful coalitions to challenge the alleged antiunionism, discrimination, and conservative politics of Coors Brewing Company and family. Brantley will spotlight the key role that documents and other items from the International Brotherhood of Teamsters Labor History Research Center archives played in telling this remarkable story of activism and organizing.

Allyson Brantley is an Assistant Professor of History at the University of La Verne in southern California. She studies, teaches, and writes about social movements, labor, and radical coalitions in the late 20th century United States. She received her Ph.D. in History from Yale University in 2016 and she is a 2020-2021 Mellon Emerging Faculty Leader. She currently lives in Los Angeles, and her writing has appeared in the *Washington Post*, the *Pacific Historical Review*, and the *Radical History Review*.

**DATE AND TIME**

Friday, December 3, 2021 7:00 to 8:00pm EST

**LOCATION**

Online

**AUDIENCE**

All GW community

Undergraduate students

Graduate students

Faculty & Instructors

Staff

Alumni

General Public

**FORMAT**

Discussion

**REGISTRATION REQUIRED?**

Yes

**REGISTRATION LINK**

[Please register here](#)

**SERIES**

Labor History Book Talks

TAGS

Attend online

International Brotherhood of Teamsters

Labor History Research Center

No prior knowledge required