

THE (RED)TM MANIFESTO

ALL THINGS BEING EQUAL, THEY ARE NOT.

AS FIRST WORLD CONSUMERS, WE HAVE TREMENDOUS POWER. WHAT WE COLLECTIVELY CHOOSE TO BUY, OR NOT TO BUY, CAN CHANGE THE COURSE OF LIFE AND HISTORY ON THIS PLANET.

(RED) IS THAT SIMPLE AN IDEA, AND THAT POWERFUL. NOW, YOU HAVE A CHOICE. THERE ARE (RED) CREDIT CARDS, (RED) PHONES, (RED) SHOES, (RED) FASHION BRANDS. AND NO, THIS DOES NOT MEAN THEY ARE ALL RED IN COLOR, ALTHOUGH SOME ARE.

IF YOU BUY A (RED) PRODUCT OR SIGN UP FOR A (RED) SERVICE, AT NO COST TO YOU, A (RED) COMPANY WILL GIVE SOME OF ITS PROFITS TO BUY AND DISTRIBUTE ANTI-RETROVIRAL MEDICINE TO OUR BROTHERS AND SISTERS DYING OF AIDS IN AFRICA.

WE BELIEVE THAT WHEN CONSUMERS ARE OFFERED THIS CHOICE, AND THE PRODUCTS MEET THEIR NEEDS, THEY WILL CHOOSE (RED). AND WHEN THEY CHOOSE (RED) OVER NON-(RED), THEN MORE BRANDS WILL CHOOSE TO BECOME (RED) BECAUSE IT WILL MAKE GOOD BUSINESS SENSE TO DO SO. AND MORE LIVES WILL BE SAVED.

(RED) IS NOT A CHARITY. IT IS SIMPLY A BUSINESS MODEL. YOU BUY (RED) STUFF, WE GET THE MONEY, BUY THE PILLS AND DISTRIBUTE THEM. THEY TAKE THE PILLS, STAY ALIVE, AND CONTINUE TO TAKE CARE OF THEIR FAMILIES AND CONTRIBUTE SOCIALLY AND ECONOMICALLY IN THEIR COMMUNITIES.

IF THEY DON'T GET THE PILLS, THEY DIE. WE DON'T WANT THEM TO DIE. WE WANT TO GIVE THEM THE PILLS. AND WE CAN. AND YOU CAN. AND IT'S EASY.

ALL YOU HAVE TO DO IS UPGRADE YOUR CHOICE.

TIJUANA FLATS MANIFESTO

THE "ANYTHING GOES" APPROACH TO FOOD, WALL ART, HOT SAUCES, AND LIFE IN GENERAL. ★ EAT WHAT YOU LIKE HOW YOU LIKE IT, AND AS HOT AND AS WET AS YOU WANT. ★ COLORS ARE FOR CRAYONS, NOT TORTILLA CHIPS. ★ HOT SAUCE = BRAGGING RIGHTS. ★ DON'T STOP BELIEVIN'. ★ CRUSHED ICE CAN TAKE YOU TO YOUR HAPPY PLACE. ★ PREDICTABLE IS TOO NORMAL. NORMAL IS TOO PREDICTABLE. ★ HOT IS THE NEW COOL. ★ A MEXICAN IS A CULTURE, NOT A THEME. ★ WE DEAL IN HEAT, WETNESS AND INNENDO. ★ AND WE'VE HEARD ALL THE STUPID JOKES. ★ EMBRACE THE STRANGE AND UNEXPLAINED, IF AT FIRST YOU DON'T UNDERSTAND IT, MAYBE YOU NEVER WILL. ★ CHAINS ARE MEANT TO HOLD YOU DOWN. ★ SOMETHING MIGHT SCARE YOU, BUT IT WILL NEVER BE THE FOUR. ★ HOT RUGS, DRAGONS, GAS MASKS AND COLD BEER ALL GO GREAT WITH OUR BARRITOS. ★ LIGHTEN UP OR LEAVE. ★ ACCEPT ALL KINDS OF PEOPLE, EVEN THOSE WHO USE MILD SAUCE. ★ SLIMMER FILTERS MAKE A GOOD BACKDROP. ★ IT ONLY BURNS FOR A LITTLE WHILE. ★ WE WILL CLEAN UP THE MESS, SO GET MESSY. ★ SOMETIMES, CHECKING IS GOOD.

TIJUANA FLATS
 LICORINE • MUD • P
 WHISK • CANTOS •
 MARQUESET •
 CARRERA • P

STAY IN
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 MANIFESTO

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MANIFESTO

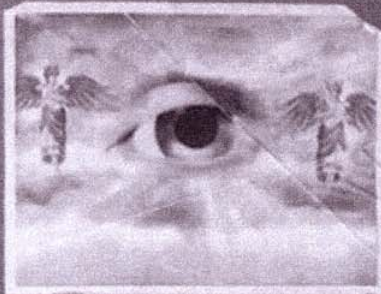
VIRGIN DIGITAL ISN'T ABOUT HANGING AROUND WITH THE SAME OLD MUSIC. IT'S ABOUT BLESSING YOUR EARS WITH SOMETHING YOU'VE NEVER HEARD. IT'S ABOUT EXPLORING NEW WORLDS, MEETING FRESH SOUNDS. IT'S ABOUT SHARING AN EXPERIENCE. IT'S ABOUT TURNING IT UP UNTIL THE BASSLINE SHAKES THE WALLS AND PISSES OFF YOUR PARENTS, YOUR NEIGHBORS AND ANYONE ELSE WITHIN EARSHOT. IT'S ABOUT INJECTING RHYTHM INTO YOUR SOUL AND MAINLINING A BEAT INTO YOUR BLOODSTREAM. IT'S ABOUT TAKING A LISTEN AND PASSING IT AROUND. IT'S ABOUT GUITARS SCREAMING, NEEDLES SCRATCHING AND PANTIES DROPPING. IT'S ABOUT MEN IN MAKEUP AND WOMEN WITH BALLS. IT'S ABOUT THROWING YOUR HANDS UP AND SCREAMING YES, YES YA'LL. IT'S ABOUT FIRST TIMES AND SWEATY BACK SEATS. IT'S ABOUT POURING ONE OUT FOR THE ONES WHO LEFT US TOO SOON. IT'S ABOUT CREATING A SOUNDTRACK FOR YOUR SO-CALLED LIFE. DISCOVERING YOURSELF THROUGH THE WORDS OF ANOTHER. IT'S ABOUT COMPTON AND ABBEY ROAD AND LITTLE PINK HOUSES IN BETWEEN. IT'S ABOUT US. IT'S ABOUT THEM. IT'S ABOUT TIME WE ALL GOT DOWN.

⊗ CLOSE

VIRGIN DIGITAL



WATCH THE VIDEO
DO YOU SEE MUSIC?



HEY HO
LET'S GO!

VIRGIN