

3 Big Reasons to Shun This Mega-Retailer During the Holidays

We realize a great many American shoppers will begin shopping for Christmas this weekend and especially immediately after Thanksgiving.

Target is hoping you won't care that they allow men into women's bathrooms and changing rooms and will do your Christmas shopping with them. One Million Moms (1MM) knows you do care.

Here are three convincing reasons you shouldn't shop Target this Christmas:

Sexual Predators

Despite Target's denial that men entering women's rooms is a problem, the reality remains that it is a major problem. We have the proof.

Just last month, a man pleaded guilty for video-taping a woman inside a Target store changing room in July. Unfortunately, this is not an isolated case. AFA has documented at least ten other recent cases in which women have been exploited by sexual predators inside Target stores.

Boycott efforts are impacting the company

Target's policy is costing them money. Big money. Since the boycott began, Target's stock price has dropped nearly 20 percent.

In addition, Target's grocery sales have slumped to the point that experts are calling on the company to scrap the food division company-wide. In fact, grocery sales have been so

bad, Target has dismissed the senior vice president over its grocery department.

The reason the grocery side of Target is falling is because there is a decreased amount of foot traffic. With lower foot traffic, the food freshness date expires before purchase.

Stay the course with us

Any company as large as Target can withstand a short-term loss of sales. That's where Christmas shoppers come in. Target is banking on this Christmas season to turn around this trend for 2016.

Let's hold firm to our conviction that men have no place in women's restrooms and dressing rooms and continue our pledge to boycott Target stores, especially during the Christmas shopping season.

With Target hoping you'll do your Christmas shopping with them, send them the strongest possible message you can. Let Target know, "Don't Count On Me!"

Take action

1. Sign the pledge to boycott Target this Christmas.
2. Let Target know you have signed the pledge by calling your local store manager here. If you don't have a Target store nearby, post your comment on Target's Facebook page here.

Sign the Pledge Now

If our mission resonates with you, please consider supporting our work with a tax-deductible donation. The easiest way to do that is through online giving. It is easy to use, and most of all, it is secure. {eoa}