

Are Wal-Mart, Walgreens and Kroger's Pushing Soft Porn?

Families are used to shielding their kids' eyes during television shows, movies and even commercials. But in a retail store that promotes itself as 'family-friendly'? This month, it may be necessary.

In an Action Alert sent today to its 1 million-plus friends and supporters, American Family Association (AFA) is urging Americans to tell retail chains Wal-Mart, Walgreens and Kroger to pull the racy and raunchy annual *Sports Illustrated* Swimsuit issue from their store shelves.

The 2015 issue, which hit newsstands on Monday, features bikini-wearing model Hannah Davis, who is using her thumbs to pull down the bottom of her swimsuit. The photo doesn't leave much to the imagination. In fact, NBC's *Today* show felt the need to cover a portion of the image with a red ribbon, in case the magazine was too risqué for some morning viewers.

Monica Cole, executive director of , a division of AFA, also posted online about the scandalous swimsuit issue.

"The *Sports Illustrated* Swimsuit issue is nothing but soft porn and most closely resembles Playboy magazine rather than an issue about swimming attire," Cole said. "This soft-core pornography is displayed in many family stores, often at checkout counters, and the cover is offensive, disgusting and disrespectful to families, as well as extremely degrading to women.

"Families should be able to enter supermarkets, convenience stores and drug stores without being subjected to indecency," she continued. "Because *Sports Illustrated* is pushing pornography, this magazine needs to be removed from stores immediately. Not only should *Sports Illustrated* be ashamed,

but so should the stores that carry this filthy magazine. Why would a store risk hurting their reputation of being a family-friendly store by being associated with this dishonorable publication?"

AFA is specifically asking three giants in the retail world—Wal-Mart, Walgreens and Kroger—to remove the magazine from their store shelves.

"Leaders in the retail industry that cater to families should be the first to pull this over-the-top publication," said AFA Executive Vice President Ed Vitagliano. "*Sports Illustrated* has gone too far for a mainstream magazine that is in front of millions of young eyes. We hope Wal-Mart, Walgreens and Kroger will use their influence and wisely choose what's best for their valued customers and for families."

AFA is asking Americans to contact their local branch of Wal-Mart, Walgreens and Kroger stores—as well as any store where they see the *Sports Illustrated* Swimsuit Issue displayed—to ask them to remove the controversial magazine.