

Dear Target, You Can't Have It Both Ways

Target is desperately trying to turn around a dismal year, announcing last week that it will increase its holiday hiring by 40 percent and that it was lowering prices on thousands of items.

Target is also adding a line of home goods from HGTV *Fixer Upper* hosts Chip and Joanna Gaines, and the Christian couple is taking heat on social media for partnering with the retailer that puts women and children at risk through its dangerous and misguided open-door restroom and fitting room policy.

Huffington Post has reported that some shoppers are telling the Gaineses they won't shop at Target—or from their new line—because they've pledged to the American Family Association's (AFA,) 1.5 million-signature-strong #BoycottTarget initiative. For about 18 months, AFA has been reminding shoppers not to spend their money at Target—neither in-store nor online—as a way to voice their displeasure over the store's restroom and fitting room policy.

“Target's latest announcements about dropping prices, holiday hiring and new product lines seem like desperate attempts to bring shoppers back to its stores after a dismal year,” said AFA President Tim Wildmon. “Rather than worrying about prices, revenues and the bottom line, Target should flip its priorities and put the safety of women and children at the top of the list again. Still, nearly a year and a half after the announcement of its dangerous and misguided restroom and fitting room policy, Target continues to open the door for sexual predators and voyeurs who want to take advantage of the policy for their own evil intentions—many frightening incidents have shown they have.”

To continue strong in the #Boycott Target efforts, AFA is urging several action steps for those who want to hold Target accountable for their irresponsible missteps when it comes to the safety of women and children:

- Spread the word among family and friends to let them know about #BoycottTarget.
- Forward the boycott to others who may have not yet signed.
- Call Target headquarters at 612-304-6073 and personally let them know you are boycotting their stores.
- Utilize social media: Make a comment on Target's Facebook page or share this tweet on Twitter: Hey @Target, men don't belong in women's restrooms and changing areas. #BoycottTarget. And use #BoycottTarget