

The No. 1 Place You Absolutely Should Not Go Back-to-School Shopping

Pencils, notebooks and backpacks are already lining the shelves of America's most popular stores—and it's not even August yet.

Families of students everywhere are starting their back-to-school shopping, but the American Family Association (AFA,) is urging them to steer clear of Target and, instead, pick up school supplies and dorm décor somewhere else.

For more than a year, AFA has been educating Americans about its 1.5 million-signature-strong and highly successful #BoycottTarget initiative. This summer, AFA is reminding shoppers not to spend their money during the back-to-school shopping season at Target—neither in-store nor online—as a way to voice their displeasure over the store's dangerous and misguided restroom and fitting room policy.

Shopping at Target just isn't worth the risk, AFA says.

"AFA wants to send an important message during this back-to-school shopping season—Target has not learned its lesson, even after months of plummeting stock prices and negative news," said AFA President Tim Wildmon. "Target continues to put women and children at risk, refusing to reverse its open-door restroom and fitting room policy, thereby enabling voyeurs and predators to enter the facilities with no questions asked. Visiting Target stores for back-to-school supplies isn't worth the risk that is posed daily to women and children. And AFA reminds shoppers that refraining from shopping at Target online also allows Americans to speak with their wallets and tell Target that its policies and actions are unacceptable."

AFA has repeatedly shared frightening instances—most recently in June—of those who were victimized and traumatized by voyeurs who took advantage of Target’s open-door restroom and fitting room policy. Read more here.

AFA is asking those who feel strongly about Target’s misguided actions to let their voice be heard via several methods:

1. Forward information about Target’s policy to friends and family.
Invite them to sign the #BoycottTarget pledge at
2. Call Target headquarters at 612-304-6073.
Personally let them know you are boycotting their stores.
3. Make a comment on Target’s Facebook page.
4. Share this tweet on Twitter:
Hey @Target, men don’t belong in women’s restrooms and changing areas. #BoycottTarget
5. Call your local Target manager. Politely remind them that you are still boycotting the retailer. Find local store numbers here.

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