

One Place You Definitely Don't Want to Shop for Your Independence Day Celebrations

This Fourth of July, as American shoppers run to retailers for cookout essentials and supplies for family gatherings, the American Family Association (AFA,) is continuing to urge the nation to stay away from Target this summer.

Continuing with its 1.5 million-strong and highly successful #BoycottTarget initiative, AFA is 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 dangerous and misguided restroom and fitting room policy.

This policy, which allows men in women's facilities, just isn't worth the risk, AFA says.

"Even after two years of negative headlines, plummeting stocks and decreased revenues, 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," said AFA President Tim Wildmon. "Frankly, the risk is just too great to pick up a few picnic supplies at Target when just about any other retailer in the country carries comparable items. Some may say they don't plan to use the restroom or fitting room while shopping, but by providing revenue to the retailer, they are indirectly supporting Target's actions and corporate decisions. Additionally, we all must think about our friends, family members and neighbors who may shop at Target and be unaware of the risks. And we must continue to take action and come together to keep everyone safe and steer clear of Target altogether—both in stores and online."

In fact, while Target remains steadfast in allowing men to

enter women's dressing and restrooms, the number of victims of sexual crimes occurring in its stores continues to rise. Recently in a Detroit-area Target store, two sisters caught a man reaching over their dressing room door and taking pictures of them with his cell phone, police reported. No Target employee questioned the man or attempted to stop him from entering the women's restroom because Target's official policy allows men free and unrestricted access.

"To make things worse, the local television station reported the suspect is accused of doing the same thing earlier that day at the Target in Auburn Hills," Wildmon said in an Action Alert on the frightening incident. "This policy has resulted in over a dozen crimes being committed by sexual predators taking advantage of it."

AFA is urging those who want to join the 1.5 million who have already signed the #BoycottTarget pledge—and push the numbers to 2 million—to take action in several ways:

- SIGN—If you haven't already, sign the #BoycottTarget pledge here. If you have signed, keep the commitment not to shop at Target stores or online.
- SHARE—Ask family, friends and church members to sign the pledge. One effective strategy is to voice concerns politely but firmly on Target's Facebook page and other social media sites using #BoycottTarget.
- VISIT—Go to to keep up with news and to read some of the frightening incidents that have occurred at Target.

"As AFA has stated many times," Wildmon concluded, "our worries do not stem from fear of the transgender community, but rather, from both the real and potential threat that predators and voyeurs would take advantage of the Target bathroom policy to harm women and children—and there are plenty of incidents to show that they have."