

Over 1 Million Customers #BoycottTarget Over Transgender Bathrooms

The ongoing and unprecedented #BoycottTarget pledge from the American Family Association (AFA) has reached a staggering 1 million signatures, just one week after AFA first alerted consumers of Target's controversial bathroom policy in its stores.

Earlier this month, the retail giant publicized its policy to allow self-identifying transgender individuals access to store bathrooms and fitting rooms that correspond with their own gender identity.

AFA's #BoycottTarget initiative has garnered widespread media attention, as AFA continues to maintain that while the Target policy aims to be welcoming to the transgender community, it opens the door for predators and voyeurs who would take advantage of such a policy.

AFA President Tim Wildmon told *USA Today* that the campaign is one of the AFA's most successful, adding that the #BoycottTarget initiative is the most powerful response to a campaign in AFA history, garnering more signatures more quickly than any other effort. Wildmon attributes the protest's viral nature to the fact that "everybody knows who Target is, and it's an easy-to-understand issue." He adds that Target stands "to lose a lot of customers who won't come back." But Target is standing by its policy.

Target issued this follow-up statement: "We certainly respect that there are a wide variety of perspectives and opinions. As a company that firmly stands behind what it means to offer our team an inclusive place to work—and our guests an inclusive place to shop—we continue to believe that this is the right

thing for Target.” According to *USA Today*, a Target spokeswoman added that hundreds of Target stores “have single-stall, family restrooms for those who may be more comfortable with that option.”

Continued Wildmon, “Corporate America must stop bullying people who disagree with the radical left agenda to remake society into their progressive image. #BoycottTarget has resonated with Americans. Target’s harmful policy poses a danger to women and children; nearly everyone has a mother, wife, daughter or friend who is put in jeopardy by this policy. Predators and voyeurs would take advantage of the policy to prey on those who are vulnerable. And it’s clear now that over 1 million customers agree.”

Target had previously announced, “[W]e welcome transgender team members and guests to use the restroom or fitting room facility that corresponds with their gender identity. ... Everyone deserves to feel like they belong,” further stating that the policy was not new but a more overt “restatement” of an existing corporate policy.

“We want to make it very clear that AFA does not believe the transgender community poses this danger to the wider public,” Wildmon said. “Rather, this misguided and reckless policy provides a possible gateway for predators who are out there.”