

Why Removing Gender-Based Product Signs at Target Matters

Target is removing some “gender suggestion” signs for products in their stores after complaints from guests.

The company says that while gender signs aid in shopping ease in store areas like clothes, the categorization doesn’t make sense in sections like toys and home entertainment.

“In the kids’ Bedding area, signs will no longer feature suggestions for boys or girls, just kids,” Target says in a statement. “In the Toys aisles, we’ll also remove reference to gender, including the use of pink, blue, yellow or green paper on the back walls of our shelves. You’ll see these changes start to happen over the next few months.”

While the sign removals may seem innocent, the consequences of normalizing a lack of gender identity could be far reaching.

Evangelist Franklin Graham is calling for his followers to boycott the superstore.

“I think Target may be forgetting who has made their stores strong. It’s not gender-neutral people out there—it’s working American families, fathers and mothers with boys and girls they love,” Graham writes on Facebook.

“... I have news for them and for everyone else—God created two different genders. Jesus said, ‘Have you not read that He who created them from the beginning made them male and female (Matthew 19:4). You can’t get any clearer than that.”

Graham’s #OffTarget campaign has already garnered more than 40,000 responses on Facebook alone.

One commenter posted: "Well said Bro Graham why not just let Target see how much business they get from just gender-neutral people I won't go there but as sin gets worse each day Christians are going to have to make choices each day serve the Lord God or man."