

Will 2018 Be the Year Target Reverses Its Misguided Policy?

For all of 2017—and some of 2016, too—the *American Family Association* (AFA,) has worked toward the goal of urging Target to reverse its dangerous and misguided policy to allow men in women's restrooms and fitting rooms, thereby putting women and children at risk. Since April 2016, AFA has garnered over 1.5 million signatures on its immensely successful #BoycottTarget pledge.

Now, the 40-year-old family-focused organization hopes 2018 will be the year the Target Corporation takes action to protect women and children from those who use the open-door policy for their own evil intentions.

"As AFA has stated many times," said AFA President Tim Wildmon, "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."

All year long, AFA has urged those who want to protect women and children to take action:

1. Sign the #BoycottTarget pledge.
2. Voice concerns on Target's Facebook page.
3. Tell Target you've signed the #BoycottTarget pledge—Guest Relations, (800) 440-0680, option 1, then 1 again.