

Press Conference  
May 16, 2016

RE: [#FlushTarget.com](http://FlushTarget.com) Campaign



**Statement by Julie Quist  
Child Protection League Action**

Today, Child Protection League Action is announcing its partnership with [LifeSiteNews](http://LifeSiteNews) in the #FlushTarget travelling billboard campaign across Minnesota to alert Target customers to Target's new and dangerous bathroom policy that is harmful and potentially traumatic to women and girls.



Target Corporation is headquartered in Minnesota, so we Minnesotans bear a special responsibility to hold it accountable for the harm they are promoting.

We need to be very clear:

When Target welcomes people to use their restrooms and dressing rooms that correspond to their gender identity, not their biological sex, they are opening their women's bathrooms to all men, whether transgender or non-transgender. Most children's playgrounds and day care centers bar adults from entering unless they come with children. Yet this Target policy allows those same adults—strangers—to be alone in bathrooms and in changing rooms next to women and vulnerable children.

Target already has family bathroom options available to any transgender person. The Target mixed-bathroom policy is not about solving a problem—it is about taking the wrong side in a massive cultural assault on women and girls.

Voyeurism, exhibitionism, and stalking are well-known public concerns, most commonly directed toward women and children. Does Target expect these men to stay away from women's bathrooms? No, Target is inviting them in. Safety is the right of every citizen and Target puts itself on the wrong side of women and children's emotional and physical safety.

Basic privacy is also the right of every human being, male and female.

The public is speaking loudly and clearly. Within the last 30 days, Target's share price has lost 10% of its value. Target's CEO dismisses the valid concerns of thousands of its customers by appealing to "diversity" and "inclusion." But the public has figured out that "diversity" and "inclusion" are code language for a radical social movement that views biological sex, male and female, as meaningless, and something to be trampled on. The words "diversity" and "inclusion" are just a smokescreen for a very radical agenda.

The goal of our #FlushTarget campaign is to message Target shoppers around Minnesota. Stay away from Target. Send Target a message. Don't shop where women and children's emotional and physical safety and privacy are under assault.