



National Organization for Women

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Gregg Steinhafel
Chairman, President and CEO
Target Corporation
1000 Nicollet Mall
Minneapolis, MN 55403

Dear Mr. Steinhafel:

I'm certain you are aware that purses are powerful, with women making 85 percent of consumer purchases. I write on behalf of the nation's largest organization of grassroots feminist activists to protest Target's donation of \$150,000 to a PAC that supports Tom Emmer's extreme anti-equality gubernatorial campaign, and to express my dismay that you personally retained an attorney and were one of the first to speak against a proposed eating disorders treatment facility in your neighborhood.

Regarding the ill-advised decision to donate money to Emmer's campaign, the National Organization for Women stands in solidarity with the Human Rights Campaign in declaring it's time for you to make this right. An anti-equality governor in Minnesota would have devastating impacts on LGBT families that shop at Target.

In addition to opposing basic fairness and equality for lesbians and gays, candidate Emmer has also spoken in favor of furthering economic inequity for the poorest working families; appealed to nativism and racism in calling for laws that would promote police profiling and unconstitutional demands for papers; and worked to prevent women from accessing medically prescribed contraceptives.

Your actions speak louder than words, and the public relations damage done by your gift to Emmer's campaign, which says you support his odious political ideologies, is incalculable. Even an e-mail to Target employees claiming the company still supports the gay community does not reverse the damage when your money is helping to keep Emmer's anti-equality campaign going.

I am also at a loss to understand why you personally retained an attorney to stop an eating disorders treatment facility from opening in the community where you reside, and spoke to applause alongside others who claimed that people with eating disorders, predominantly women bombarded by cultural pressure to conform to unrealistic beauty standards, are "mentally ill" and could "harm a 15-month-old baby." And to think I once enjoyed shopping at Target!

On behalf of NOW's hundreds of thousands of members and contributing supporters, I ask you to recall the donation to Emmer's campaign of hate and injustice. Further, I invite you to familiarize yourself with NOW's Love Your Body campaign, <http://loveyourbody.nowfoundation.org/>, so that you may learn that when 80 percent of women are dissatisfied with their appearance, they are not sick. Society is.

For equality,



Terry O'Neill

President, National Organization for Women