

## FOR IMMEDIATE RELEASE

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### COMMUNITY LEADERS CALL FOR WALMART BOYCOTT IN RESPONSE TO DEI ELIMINATION

**BIRMINGHAM, AL** — Community members, faith leaders and activists are uniting to call for a Roebuck Walmart boycott in response to the company's recent announcement that it is eliminating its Diversity, Equity, and Inclusion (DEI) initiatives. The boycott will start this Black Friday.

Date: Friday, November 29

Location: Roebuck Walmart 9248 Parkway E, Birmingham, AL 35206

Time: 8:00 AM

The elimination includes efforts created to address systemic inequities, including many that support Black merchant suppliers and initiatives launched after the tragic murder of George Floyd in 2020 beneath the knee of a Minneapolis police officer.

"We as community members recognize the power of our dollars," says Birmingham Organizers. "By choosing where it's spent, a clear message is sent that corporations must prioritize supporting and uplifting minority communities. Our spending habits have driven change throughout our nation's history and can still do so. We must ensure that our dollars are spent with those who reflect our values."

"If Alabama has shown anything, it's that when we stick together, we can create lasting change with the power of our persistence! Alabama holds a proud legacy of overcoming systemic barriers through collective action. The Montgomery Bus Boycott of 1955 demonstrated the strength of unified resistance and the profound impact that economic pressure can have in achieving justice and equity. This Friday's Walmart boycott seeks to honor that legacy by holding corporations accountable for their lack of commitment and support for diverse and minority communities.

"We encourage everyone to participate in the boycott by abstaining from shopping at Walmart on Friday. Instead, it's suggested to support local businesses or companies that actively champion minority communities and value DEI principles.

"We are calling on individuals across the state—and beyond—to stand in solidarity by boycotting Walmart this Friday and urging the company to restore its commitment to DEI and support for minority entrepreneurs."

#### **About the Organizers**

This boycott is being led by community members who believe in the power of unity to drive change. They aim to foster economic equity and corporate accountability by encouraging intentional consumer habits.

Take a stand this Friday—because how we spend our dollars matters!

