



**April 13, 2017**

### **Letting Target Corporation Know that I am Grateful**

One of the things that I believe in deeply is letting people know that you are grateful for their acts of kindness; that way, we reinforce the value of acting with compassion toward others. Below is a letter to Target Corporation and its team members that my colleague Lula and I will hand out today as Target folks make their way to work (Target's corporate HQ is located in downtown Minneapolis). I urge all readers to support/shop at Target because it has supported me and millions of other transgender humans in our efforts to live authentically. Thank you!

*ellie*

April 13, 2017

Dear Target Team Members:

I'm a sixty-year-old transgender woman who lives in Minneapolis.

A year ago, I handed out flyers thanking you for Target's very public stand in favor of allowing transgender customers access to store restrooms that conform to one's gender identity. I feared that your policy would draw public criticism and my flyer then was my way of letting you know that I so appreciated you/Target for having my back.

More recently, I saw a story about how Target's profits have suffered with analysts attributing the drop in revenue to a boycott by people who object to Target's transgender human-friendly bathroom policy

I'm sorry to hear this. The boycott is not right and is borne out of bigotry and ignorance. Unfortunately, both are powerful motivators that can persist unless one comes to understand that all humans share far more commonalities than differences.

Please know that there are many who value Target/you and your team members for protecting humans who don't easily have voices of their own. This is something much bigger than just about who gets to use what restroom; indeed, Target's stand is about recognizing that everyone deserves *dignity* and *compassion*.

Because of this, there are millions of Target customers who side with your company regardless of where they are on the sexuality or gender spectrums.

I'm sorry if some of you fear for your jobs. I know it is small consolation, but please understand that so many are very grateful for the sacrifices that you've made on our collective behalf. We are simply struggling to be ourselves and to live authentically; your bravery in the face of public criticism gives us much needed dignity and breathing room. Thank you for that!

I will forever be a loyal Target customer and I will do my best to ensure that you hear from other people who similarly believe in your company.

Thank you. Be well. I am incredibly grateful!

Ellen (Ellie) Krug