

FOR IMMEDIATE RELEASE  
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**The Executive Committee of Prepare New York Condemns  
Lowe's Support of Fear-mongering and Intolerance**

The withdrawal of advertising by the Lowe's home goods store from the television program "All-American Muslim" on TLC enables fear-mongering and intolerance based on religious difference. We call on Lowe's to reverse its decision, a decision that illuminates the extent to which insidious and misleading stereotypes about our Muslim neighbors have infiltrated the popular consciousness.

In New York City, where we once walked in the shadows of the Twin Towers, many still mourn the victims of intolerance – the nearly 3,000 innocent men and women who perished on September 11, 2001, among them an estimated 60 American Muslims. Their families and other victims continue to experience the after-shocks of the fallen Towers. Our Muslim neighbors continue to be challenged by daily stereotyping while serving our city as first responders, teachers, doctors, nurses, elected officials, community and interfaith leaders.

Lowe's decision to withdraw its advertising represents a frightening trend toward embracing misinformation and ignorance. Their stance takes its historical cue from the businesses who would not serve Roman Catholics in the 1830's, Jews in the 1920's, or Japanese Americans in the 1940's. It ensures that the destructive spirit of intolerance has space to thrive.

That is why the independent organizations of Prepare New York stand together to disaffirm those who bow to hate. We call on Lowe's to stand for a strong, powerful, respectful and diverse America. We ask Lowe's to spend a little more than seven minutes watching "We The People," a video that details our nation's history of hate even as a commitment to pluralism grew over time (<http://www.youtube.com/watch?v=j9apMRjugSA>). We ask them to make use

of corporate Fact Sheets (<https://www.tanenbaum.org/preparenry>) that inform, but do not distort. And when this is done, we call on Lowe's and its leaders to reconsider its decision, and to stand as a corporate leader that does not bow to stereotypes but instead promotes opportunities for people to learn about our rich diversity – including the diversity within the Muslim community.

Because of the threats against the advertising revenue of "All-American Muslim," a window into the lived experience of Islam as an American experience becomes susceptible to being closed. If this window is closed, then ignorance claims another victory.

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