

THIS BUSINESS IS INTO



SWB ✓ PERIENCES

TAKE THE PLEDGE

**BUSINESSES OPEN TO THE PUBLIC SHOULD NOT RACIALLY PROFILE AND DISCRIMINATE AGAINST ITS SHOPPERS**

## **Shopping While Black**

What is the **Shopping While Black Store** Business Pledge?

Businesses in retail and services who take the SWB pledge are taking a stand for basic values of racial equality and against racial discrimination.

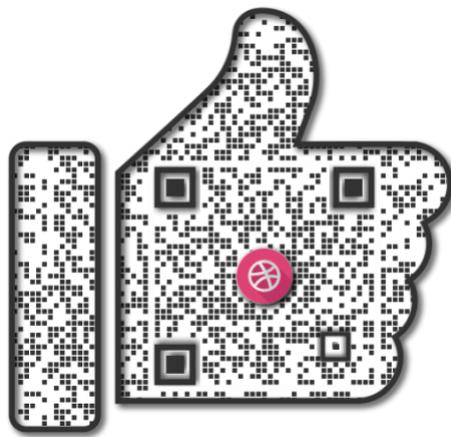
**The pledge is simple.**

**Shopping While Black Business in retail Pledge to:**

- Maintain a welcoming non-hostile, safe environment for Black shoppers - equally safe for Black employees, visitors, customers, vendors and clients-of all races, ethnicity, national origin, sex, gender, religion, disability, sexual orientation, gender identity, or gender expression.
- Not to negatively racially profile, and racially discriminate against individuals or deny them goods or services based on any of these characteristics above, and to provide goods and services to consumers on the same terms.
- Display a SWB poster in a storefront window or in a place visible to customers.
- Sign the pledge, and you'll be able to order a window cling. Or you can download and print the PDF for free at [http:](http://)

# What is the 'Shopping While Black' initiative?

The **Shopping While Black** is a campaign and initiative created by Black Lives Matter x Shopping While Black UK to support Black shoppers everywhere from being subject of racial profiling and racial discrimination and for businesses in retail and services who too believe in the basic principle that when a business opens its doors to the public, it should be be open and welcoming to all on the same terms, and show racism the exit.



## How do businesses become an SWB supporter or partner?

It's easy. **Scan the QR code above** or go to [shoppingwhileblack.store](https://shoppingwhileblack.store) to take the pledge by officially add your name to the initiative. Then, you'll receive confirmation and able to display a SWB poster or window cling in your store. You can order a window cling to display in each of your stores if you have more then one, and or download and print a poster for free at [SWB FREE Window Pledge Badge & Corporate Subscribe Assets](#)

By signing the pledge, your business and website can are eligible to a feature your support on the Shopping While Black website

at [shoppingwhileblack.store](https://shoppingwhileblack.store) This is great opportunity for you to show commitment to Black shoppers, value your customers and publicly share you're an anti-racism business, and welcome all.

## **Why now?**

We say why not now, **if not now when?**

### **There's no better time than now!**

Black shoppers have been long racially profiled and discriminated against in retail, plainly on sight just for being Black. Being Black should not make one a suspect or indicate a shopper is predisposed to shopping lifting. Being Black should not make an customer exposed to becoming a subject of accusatory acts of criminality. Being Black should not give businesses any indication whatsoever or suggestion a Black shopper is about to do something wrong or commit a crime.

Businesses who wish to affirm they reject negative racial profiling and race discrimination against Black shoppers can pledge an equal welcome to all shoppers, pledge to affirm to show racism the way exit.

Pledger can also choose to feature and get listed on our webstore as an official partner.

What you waiting for!

## **Take the Pledge NOW**

[shoppingwhileblack.store](https://shoppingwhileblack.store)

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