



Moms Demand Action for Gun Sense in America
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**MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA
SUPPORTS NATIONAL DIVESTMENT CAMPAIGN AGAINST MANUFACTURERS OF
ASSAULT WEAPONS AND HIGH-CAPACITY AMMO CLIPS
Growing Grassroots Movement of Moms Supporting, Pressuring American Businesses Based on
Gun Policies**

(Indianapolis, IN) Mon., July 22, 2013: Moms Demand Action for Gun Sense in America participated in today's announcement by New York City Public Advocate Bill de Blasio that, just six months after launching a national divestment campaign against manufacturers of assault weapons and high-capacity ammo clips, eight hedge funds and money managers have completely divested their gun holdings, valued at \$150 million. Fourteen more firms have scaled back their gun investments by 7.4 million shares—27 percent of their holdings (<http://advocate.nyc.gov/news/2013-07-22/de-blasio-under-pressure-divest-eight-financial-firms-dump-all-gun-stocks>).

In the aftermath of the shootings in Newtown, Connecticut, many financial firms initially expanded their gun holdings. But through an online hub at WallStreetforChange.com and public protests, pressure was mobilized against the gun lobby.

“There are many ways to address the epidemic of gun violence in America, including changing federal and state laws, and pressuring American businesses to put in place policies that protect their customers. By divesting from companies that profit from sales of assault weapons and high-capacity magazines, these companies are making an investment in the safety of American children,” said Shannon Watts, founder of Moms Demand Action For Gun Sense In America.

Moms Demand Action's support of the national divestment campaign is part of the grassroots movement's larger corporate responsibility strategy to enable American moms support companies that have gun sense, and put pressure on those that don't:
<http://action.momsdemandaction.org/page/content/corporate/>.

“Moms have learned a lot about the lax gun laws in America since the mass shooting of 20 elementary school students in Newtown, and now we're learning about weak corporate gun policies that endanger our children,” said Watts. “For example, many moms are unaware that if they take their children to a Starbucks, their children may be standing next to a customer who has a loaded weapon (<http://action.momsdemandaction.org/page/content/starbucks/>).”

Specifically, Moms Demand Action is urging American moms to support companies and businesses that: Don't allow guns in their establishments, regardless of what state laws permit; Don't sell assault weapons; Don't sponsor or partner with gun lobby organizations; Don't support or fund legislative efforts to loosen federal or state gun laws.

“Companies, businesses and even universities are important community citizens, and it's incumbent upon their leaders to take steps to align their priorities with the best interests of our children, mothers, and families,” said Watts. “Moms wield a lot of influence and power. Moms Demand Action will help them make sure that the choices they make and money they spend is helping to support gun sense.”

About Moms Demand Action for Gun Sense in America

Much like Mothers Against Drunk Driving was created to change laws regarding drunk driving, Moms Demand Action for Gun Sense in America (www.momsdemandaction.org) was created to build support for common-sense gun reforms. The nonpartisan grassroots movement of American mothers is demanding new and stronger solutions to lax gun laws and loopholes that jeopardize the safety of our children and families. In just seven months, the organization has more than 100,000 members with more than 90 local chapters in 40 states across the country.

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