



Moms Demand Action for Gun Sense in America  
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**MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA  
LAUNCHES NEW CAMPAIGN DEMANDING CORPORATE RESPONSIBILITY  
Grassroots Movement of Moms to Support, Pressure American Companies Based on whether  
they have Gun Sense**

(Indianapolis, IN) Mon., May 20, 2013: Moms Demand Action for Gun Sense in America announced today that the launch of a major new campaign that will help American moms support companies that have gun sense, and put pressure on those that don't:

<http://action.momsdemandaction.org/page/content/corporate/>. The new program complements the growing grassroots movement's successful efforts to mobilize moms across the country to push for stronger state and federal laws that will better protect children and families from gun violence.

"Gun sense describes our common-sense approach to supporting policies and people who understand that while it's important to respect the 2<sup>nd</sup> Amendment, it's also important to take action to curb the growing epidemic of gun violence in America," said Shannon Watts, founder of Moms Demand Action for Gun Sense in America. "Moms and women oversee nearly 80 percent of household spending; Moms Demand Action is going to make sure they spend those dollars at businesses and institutions that respect and support the safety of our children and families."

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. Initially, the companies Moms Demand Action is thanking include Peet's Coffee & Tea, IKEA, Dick's Sporting Goods, Square, and Comcast. The companies Moms Demand Action is pressuring for change include Starbucks, Walmart, Cabela's, Wyndham, and National Car Rental.

"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 Shannon Watts, founder of Moms Demand Action for Gun Sense in America. "For example, many moms are unaware that if they take their children to a Starbucks in a state that allows open carry of guns, their children may be standing next to a customer who has a loaded weapon."

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The new program kicks off with a set of tools that enables moms to reach out to a specific set of companies and thank them for having gun sense, or ask them to start applying gun sense to their corporate policies and practices. In addition, Moms Demand Action is providing companies and business with a graphic/sticker ([http://www.cafepress.com/national\\_momsdemandaction](http://www.cafepress.com/national_momsdemandaction)) that can be used on- or offline to demonstrate their support of gun sense. Additional campaign components will be rolled out over the next several months, including corporate petitions and pledges; a recruitment tool for moms to pledge and involve other moms to keep play areas and schools gun-free; and a similar campaign for colleges and universities based on whether they allow guns on campus.

“Companies, businesses and even universities are important community citizens, and it’s incumbent that their leaders 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](http://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 five 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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