



Written by [Bob Adelman](#) on June 7, 2023

Target Now the Target of Unhappy Shareholders Over Pride Line

As Target's stock has fallen from \$169 per share in April to [just over \\$130 per share today](#), investors in TGT have grown restless. On Tuesday one of those shareholders, conservative think tank National Center for Public Policy Research (NCPPr), [sent a letter to Target's board of directors](#) expressing their unhappiness over the stock's decline and blaming it directly on the board's promotion of LGBT "pride" products. That promotion has resulted in the market value of the company declining by \$12 billion, and shareholders such as NCPPr have seen the value of their shares decline by 22 percent in just six weeks.



Phillip Pessar/Wikimedia Commons

NCPPr had their counsel, America First Legal (AFL), send Target board members a letter reminding them of their fiduciary responsibilities and calling them out for ignoring them:

Target's 2022 10-K filing with the Securities and Exchange Commission recognizes that the company's core customer base is "families." Management recognized in bold letters the serious risk to the company's financial prospects if that core customer base were to have a negative perception of the corporation: **"Our continued success is dependent on positive perceptions of Target which, if eroded, could adversely affect our business and our relationships with our guests and team members."** [Emphasis in original.]

AFL called the board out for ignoring its prime mission and instead kowtowing to the woke agenda infesting the company's marketing strategy:

Despite recognizing the critical importance of not alienating its core customer demographic of parents and families, Management has engaged in a coordinated strategy of aiming and marketing overtly sexualized LGBT-themed products to young children in the hopes of scoring points in the culture wars (the "LGBT-Themed Child Marketing Strategy"), at the expense of Target's core customer base—and thus at the expense of the company's financial success.

The decline in TGT stock is the longest in 23 years and has caused JPMorgan to downgrade the stock, adding further to its weakness. AFL blamed that decline on the board's promotion of the gay/pride/woke agenda through its intentional marketing strategy aimed at toddlers:

This dramatic and sudden loss in company market capitalization is a direct and predictable result of management's calculated decisions to promote sexualized material to children as a



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means of virtue signaling to culturally extreme “stakeholders,” almost none of whom shop at Target, at the expense of the corporation’s core customer group of families and parents, whose reputational views are paramount, as Target itself has recognized.

Instead of focusing on profits and meeting the needs and wants of its customers, said AFL, Target was appeasing the woke mob:

Management has justified its strategy of aiming sexualized materials toward young children as part of a coordinated and intentional campaign to curry favor with political and cultural stakeholders rather than focusing on the company’s profitability and maintaining its core customer base.

Accordingly, NCPHR demands that Target provide ACL with all relevant material regarding the promotion of such products so that it may 1) place an accurate value on the company’s stock in light of the pushback by its customers; 2) evaluate the conduct of the board in light of that decline; and 3) investigate any “potential misconduct and/or breaches of fiduciary duties ... by the Corporation’s directors and officers.”

AFL also noted the satanic influence many of the items being sold reflected. They include items imprinted with slogans such as “Pride Adult Drag Queen ‘Katya’”, “Trans People will Always Exist!”, and “Girls Gays Theys.”

The supplier of many of these items, a man who declares himself to be a woman, Erik Carnell, made it clear just whom he worships. In an Instagram post, [Carnell declared](#) that “Satan loves you and respects who you are; you’re important and valuable in this world and you deserve to treat yourself with love and respect. LGBT+ people are so often referred to as being a product of Satan or going against God’s will, so fine. We’ll hang with Satan instead.”

For many, Carnell’s statements will affirm what they already suspect: The real enabler behind the woke agenda is none other than Satan himself, “the liar and the father of lies.” (John 8:44)

In the event the board of Target ignores the letter from AFL, the law firm concluded:

Be advised that if you refuse this Demand or if you fail to timely respond, NCPHR reserves its right to file an action compelling compliance and to pursue all of its other legal and equitable remedies.

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