



P.O. Box 65177  
Washington, DC 20035  
202 • 744 • 0184  
debei2002@gmail.com

*"Bringing people together to serve humanity"*

**Contact:**

Reverend Anthony Evans  
(202) 744-0184

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**For Immediate Release**

## **The National Black Church Initiative Launches Protest Against Target in Washington, DC, on July 12 at 12:00 noon on New York Avenue.**

*We were the first to protest Target!*

**Washington, D.C.** - The National Black Church Initiative (NBCI), a coalition of 150,000 African American and Latino churches that comprise 27.7 million churchgoers, continues its protest against Target for disrespecting black people and ignoring the power of black culture, yet seeks to capitalize on black spending. Target is unashamedly targeting all black people as criminals. Bloomberg News first reported on how Target placed over 800 to 1000 video cameras in their ceiling and programmed them to follow black people. On March 30, 2022, we wrote to Target about their refusal to meet with us, and we launched the boycott. It has finally gained momentum.

Rev. Anthony Evans, President of the National Baptist Church Initiative, says, we believe Target hates black people. This is why we will continue a nationwide boycott against Target this Saturday in Washington, D.C., and across this nation."

The Rev. Dr. L. K. Floyd, President of the Coalition of Churches and Community, will be present at the rally.

In the letter we wrote

NBCI stands firmly against Target's treatment of the Black community. We reject the attempted appeasement of our community through scholarships and other so-called "perks." Accepting

these rewards would be letting the Target Corporation off with a slap on its wrists. These actions are acts of gaslighting the Black community on Target's long-standing relationship with Minneapolis law enforcement. It is no secret that the Target Corporation's relationship with law enforcement is under scrutiny, and rightfully so. Target has been complicit in the criminalization of Black people.

According to Bloomberg News, in 2004, Target donated \$300,000 to the Minneapolis Police Department (MPD) to install cameras covering several blocks. These cameras were also used to create a radio system to connect businesses, private security guards, and social service workers. This later became known as the Minneapolis Safe Zone Collaborative. In 2009, the MPD made almost 9,000 arrests in the Safe Zone, a 60% increase since the program began in 2004. We can only imagine how much more the numbers have increased in the preceding years.

Therefore, I have been advocating for a nationwide boycott against the Target Corporation for the past year. We have been waiting patiently for the number of COVID-19 cases to stabilize. Now, with booster shots and widespread testing available, we are prepared to tackle the issue that we have been preparing for over the past eight months.

### **ABOUT NBCI**

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino churches working to eradicate racial disparities in healthcare, technology, education, housing, and the environment. The mission of NBCI is to provide critical wellness information to all of its members, congregants, churches, and the public. NBCI utilizes faith and sound health science, partnering with major organizations and officials to reduce racial disparities in various areas, as cited above. NBCI's programs are guided by credible statistical analysis, science-based strategies and techniques, and methods that deliver effective solutions to complex economic and social challenges.