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**KENTUCKY EQUALITY  
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**theequalityparty.org**

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**FOR IMMEDIATE RELEASE**

**KENTUCKY EQUALITY FEDERATION BEGINS BOYCOTT OF WAL-MART  
AND SAM'S CLUB**

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**November 27, 2007** -- Raising its voice against Wal-Mart, Kentucky Equality Federation today began an official boycott of Wal-Mart Stores, Inc. Kentucky Equality Federation first asked its members to "avoid shopping at Wal-Mart when possible" in July 2007.

Earlier this month the national Human Rights Campaign gave Wal-Mart (WMT) a red "do not buy" rating in its new consumer guide. Wal-Mart rivals such as Target (TGT) rated green, meaning that "consumers should make every effort to support these businesses."

"Not only is Wal-Mart the largest retailer, but they are the only national discount chain that does not offer domestic-partnership benefits," stated Kentucky Equality Federation President Jordan Palmer. "Wal-Mart is also one of the few companies to ever pull back a LGBT initiative after conservative Christian groups threatened a boycott."

Kentucky Equality Federation asks consumers to shop at Sears, Home Depot, Staples, Target, K-Mart, Save-A-Lot, Walgreens, and Food Lion in order to avoid Wal-Mart during the boycott.

"Though Wal-Mart pleased conservative groups by removing their gay-friendly smile, they are now taking fire from equality organizations," stated Palmer. "Wal-Mart needs to reevaluate their position; their refusal to offer domestic-partner benefits is incompatible with our [Kentucky Healthcare Equality](#) initiative."

Kentucky Equality Federation's Advisory Council will determine the duration of the boycott during their January 2008 meeting.