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\*\*SANDOVAL\*\*, Mirkarmi, DACY BOARD OF SUPERVISORS

[Urging Urban Outfitters, Inc. to Discontinue Selling Racially Offensive Merchandise.]

Resolution urging Urban Outfitters, Inc. to discontinue selling a line of racially offensive T-shirts with the slogan "New Mexico, Cleaner Than Regular Mexico" and remove the currently stocked merchandise from Urban Outfitters stores.

WHEREAS, Urban Outfitters, Inc. recently produced a line of T-shirts bearing the slogan "New Mexico, Cleaner Than Regular Mexico" suggesting the kind of reprehensible imagery of Mexico that the Latino community has fought long and hard against; and

WHEREAS, Such merchandise which is said to be a "tongue-in-cheek" joke by the CEO Richard Hayne is in fact an attempt by a wealthy corporation to mock the persistent state of poverty encountered by United States tourists to Mexico; and,

WHEREAS, The message of these T-shirts blatantly disregard the many political. economic, and civil rights achievements of Mexicans and Mexican Americans, as well as their contributions to the culture of the United States; and,

WHEREAS, The Board of Supervisors is confident that Urban Outfitters, Inc. has the sensibilities and resources to correct this outrage as it has done in the past when similar "jokes" were perceived as insulting by minorities such as in 2003, "Ghettopoly", a variation on Monopoly featuring marijuana leaves and malt liquor bottles was pulled from stock, in 2004 a magnet "toy" featuring Jesus with interchangeable devil, hula dancer, and other costumes were discontinued, and in 2004 similarly offensive T-shirts alluding to the stereotype of money-obsessed Jews were altered; and.

WHEREAS, Urban Outfitters, Inc. clearly changed the design of its "Everyone Loves a Jewish Girl" T-shirts out of respect for the Jewish community and should therefore show the same degree of respect for the Latino community; now, therefore, be it.

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RESOLVED, That Board of Supervisors of the City and County of San Francisco hereby urges Urban Outfitters to discontinue their line of merchandise offensive to Latinos and remove existing merchandise from stores; and, be it,

FURTHER RESOLVED, That the Clerk of the Board of Supervisors send a copy of this resolution to the CEO and President of Urban Outfitters, Richard Hayne at Urban Outfitters, Inc., 1809 Walnut St., Philadelphia, PA 19103.



## City and County of San Francisco Tails

City Hall 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102-4689

## Resolution

File Number:

051372

Date Passed:

Resolution urging Urban Outfitters, Inc. to discontinue selling a line of racially offensive T-shirts with the slogan "New Mexico, Cleaner Than Regular Mexico" and remove the currently stocked merchandise from Urban Outfitters stores.

August 2, 2005 Board of Supervisors — ADOPTED

Ayes: 11 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Ma, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval

File No. 051372

I hereby certify that the foregoing Resolution was ADOPTED on August 2, 2005 by the Board of Supervisors of the City and County of San Francisco.

AUG 1 2 2005

**Date Approved** 

Mayor Gavin Newsom

Gloria L. Young Clerk of the Board