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32 Years of Feminism From Marching in the Streets to a Seat at the Table

February 14, 2020

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Honorable Hannah-Beth Jackson
State Capitol, Room 2032
Sacramento, CA 95814
Email: nora.lynn@sen.ca.gov

RE: SB 873 (Jackson) Gender: Discrimination: Pricing - SUPPORT

Dear Senator Jackson,

On behalf of the Santa Barbara Women's Political Committee (SBWPC), I am writing to express support for SB 873 which would make it illegal to charge customers different prices for substantially similar goods on the basis of gender. SBWPC's mission is dedicated to furthering gender equality and other feminist values through political and social action and educational activities. Our organization is one of the largest women's political committees in Santa Barbara County with approximately 300 members. We advocate for a diverse set of positions which include our commitment to eliminating gender discrimination. Discrimination on the basis of gender remains a major societal problem, which principally affects women (<https://sbwpc.org/positions/>).

We support banning the "pink tax" and clearly establishing by law that no business of any kind may discriminate with respect to the price for any two consumer products from the same manufacturer and which are substantially similar, if those products are priced differently based on the gender of the individuals for whose use the products are intended or marketed. We agree that a difference in color or packaging among consumer products shall not, by itself, be construed as a substantial difference.

The Santa Barbara Women's Political Committee regards SB 873 as an important step forward in achieving a society which reflects and supports gender equality in political, social, and economic arenas. **Therefore, SBWPC wishes to sign on as a supporter of SB 873.**

Thank you for reviewing our organization's position on this issue. Should you wish to communicate further with us, please email us at info@sbwpc.org or visit our website: www.sbwpc.org

Sincerely,

Luz Reyes-Martin
President SBWPC

CC: Asm. Monique Limón, email: Assemblymember.limon@assembly.ca.gov

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