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

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April 07, 2021

Honorable Rebecca Bauer-Kahan
2440 Camino Ramon Suite 345
San Ramon, CA 94583
Email: Sarah.Goodman@asm.ca.gov

RE: AB 1287 (Bauer-Kahan) Price Discrimination: Gender - SUPPORT

Dear Assemblymember Bauer-Kahan,

On behalf of the Santa Barbara Women's Political Committee (SBWPC), I am writing to express support for AB 1287 the "Pink Tax" bill. AB 1287 will eliminate gender-based higher pricing (the "pink tax"), for goods which are marketed specifically to women. 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 equity for women. (<https://sbwpc.org/positions/>)

We understand that on average women pay 7% more for gender-targeted items such as clothing and toiletries. Unfair higher prices reinforce gender inequities directly impacting women, who make up as much as 85% of consumer purchases in the United States.

We support legislation that will help prohibit the blatantly unfair and harmful "pink tax". AB 1287 would not only prohibit price differences in virtually identical products, but also would require businesses to prove the basis for any ongoing substantial difference in price, or face fines.

The Santa Barbara Women's Political Committee regards AB 1287 as an important step in closing gender inequities by ending higher prices for products marketed to women. Passage of AB 1287 would also help to eliminate the messages which perpetuate gender-based stereotypes that are harmful to women and can engrain bias early on in children. **Therefore, SBWPC wishes to sign on as a supporter of AB 1287.**

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,

A handwritten signature in cursive script that reads "Luz Reyes-Martin".

Luz Reyes-Martin
President SBWPC

CC: Asm. Steve Bennet, email: Hannah.Sullivan@asm.ca.gov

Also submitted at <https://calegislation.lc.ca.gov/Advocates/>