



An economic blackout targeting online retailer Amazon is scheduled for March 7 through March 14. PROVIDED BY AMAZON

Pro-DEI activists plan more company boycotts

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After Friday's economic spending blackout, activists who support diversity, equity and inclusion initiatives are preparing for further boycotts.

The consumer spending blackout was a nationwide push encouraging Americans who support DEI to not shop for 24 hours. The Instagram handle "TheOneCalledJai" said the day was designed to show that "we the people are the system."

The same group behind Friday's action is planning more boycotts targeting Amazon, Nestle, Target, Walmart, McDonald's and General Mills in addition to two more spending blackouts.

The second blackout focuses on cutting spending with online retailer Amazon. The boycott will run March 7-14.

Target is also facing an indefinite boycott after phasing out its DEI initiatives. Minnesota activists encouraged consumers to stop shopping at the major retailer indefinitely until it changes its policies, said Nekima Levy Armstrong, a civil rights attorney and founder of the Racial Justice Network.

Pastor Jamal-Harrison Bryant, senior pastor of New Birth Missionary Baptist Church in Georgia and an activist and author, has called on the faith com-

munity to start a 40-day fast from shopping at Target during Lent starting Wednesday, which is Ash Wednesday. The website targetfast.org also has been created to offer information.

Latino people are also being encouraged to freeze spending in response to freezes on DEI policies, funding for the National Institutes of Health and actions on immigration. Both the #LatinoFreezeMovement and #LatinoFreeze urge Latino people to purchase essential items only and focus on shopping at "Latino American, Black American and Allied American Businesses that are supportive to this movement."

Meanwhile, comedian and actress Leslie Jones announced on her Instagram account planned boycotts and buying actions starting in February and continuing through the end of the year.

"TheOneCalledJai" also shared a flier that lays out a series of boycotts:

- **Nestle:** March 21-28
- **Walmart:** April 7-14, May 20-26
- **Second economic blackout:**

April 18

- **General Mills:** April 21-28
- **Amazon:** May 6-12
- **Target:** June 3-9
- **McDonald's:** June 24-30
- **Independence Day boycott:** July

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