

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

2
3 **Resolution urging Urban Outfitters, Inc. to discontinue selling a line of racially**
4 **offensive T-shirts with the slogan "New Mexico, Cleaner Than Regular Mexico" and**
5 **remove the currently stocked merchandise from Urban Outfitters stores.**

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

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

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

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

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

SANDOVAL, *Mirkaumi, DALY*
BOARD OF SUPERVISORS

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

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

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City and County of San Francisco

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

Tails

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

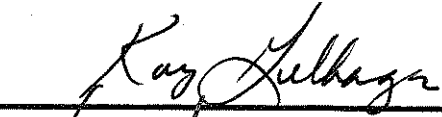
Ayes: 11 - Alioto-Pier, Ammiano, Daly, Dufty, Elsbernd, Ma, Maxwell, McGoldrick, Mirkarimi, Peskin, Sandoval

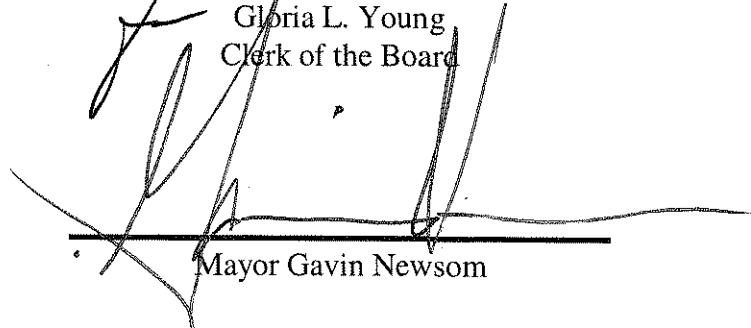
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I hereby certify that the foregoing Resolution was ADOPTED on August 2, 2005 by the Board of Supervisors of the City and County of San Francisco.

AUG 12 2005

Date Approved


Gloria L. Young
Clerk of the Board


Mayor Gavin Newsom