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December 20, 2011

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Faith Leaders Deliver 200,000+ Petition Signatures to Lowe's Calling on Company to Resume Advertising on TLC Show "All-American Muslim"

Faith Leaders, Petition Signers Demand Company Change Course, Combat Anti-Muslim Discrimination

Christian clergy from the Charlotte area gathered at the Lowe's national headquarters this morning to deliver over **200,000 petition signatures** from **Faithful America, CREDO Action, Change.org, Groundswell, Sum of Us, and People for the American Way**, calling on Lowe's to reinstate advertising it pulled from the TLC television show "All-American Muslim" in the face of pressure from an anti-Muslim fringe group, the Florida Family Association. The leaders met with representatives of Lowe's, who accepted the petition signatures.

"As faith leaders, we know the importance of working together across faith lines and the valuable contributions American Muslims make to our nation," said **Rev. Dennis Teall-Fleming**, Pastor of **Open Hearts Gathering in Gastonia, NC**, and Board Member of the **Gaston Interfaith Center**. "We are concerned that Lowe's' decision to pull their advertisements from 'All-American Muslim' based on the demands of an extreme fringe group may fuel divisions in our nation instead of supporting fundamental American values of honesty, community, and interfaith acceptance. We're insisting today that they change course and reinstate the advertising."

Because of the show's positive portrayal of Muslims, the extremist Florida Family Association mounted a campaign to pressure Lowe's into pulling its advertising from the show, inaccurately [claiming](#) that many Muslims are radical and that the TV show is "propaganda" for portraying American Muslims as "ordinary folks" who aren't trying to "advance Islamic fundamentalism and sharia law."

Lowe's caved to the pressure and stopped running ads on the program, sparking outrage among people of faith across the country who are now urging Lowe's to reverse their decision and denounce anti-Muslim extremism.

"This promotion of anti-Muslim bigotry is not in keeping with our faith values," said **Michael Sherrard** with **Faithful America**. "We cannot stand by when a company bows to pressure from an extreme group and is complicit in discrimination against Muslims. Lowe's should change course and resume advertising on 'All-American Muslim.'"

Lowe's has admitted it pulled the advertising because of controversy created by right-wing pressure, [saying](#):

"Lowe's has received a significant amount of communication on this program, from every perspective possible. Individuals and groups have strong political and societal views on this topic, and this program became a lightning rod for many of those views. As a result we did pull our advertising on this program."

Faithful America's petition in response to Lowe's' decision [reads](#):

There's no "debate" about anti-Muslim bigotry; it's unacceptable to the overwhelming majority of the faith community. Don't cave to religious hatred -- resume advertising on All-American Muslim.

CREDO Action's petition [reads](#):

"Lowe's: Be true to your stated corporate commitment to diversity and reverse your ignorant and un-American decision to pull advertising from 'All-American Muslim.'"

People for the American Way's petition [reads](#):

Please reverse course on your company's recent capitulation to bigoted anti-Muslim extremists. I urge you to reinstate Lowe's advertising on TLC's "All American Muslim" and send the message that Lowe's rejects hate.

Groundswell's petition [reads](#):

We are dismayed that Lowe's, Kayak, and other national American companies have caved to intimidation from religious extremists by pulling advertisements from The Learning Channel's "All-American Muslim" program. We call upon these companies to reverse their decisions immediately, and stand up for an America where all religions are woven within the fabric of our nation.

We believe these companies are up to the challenge of doing business in a complex country with people of all faiths, colors, and origins. Indeed, they have no choice – this is our future and we are your customers.

We stand in solidarity with Muslims and others displaying the courage of their convictions in confronting Lowe's, Kayak's, and other companies' bigotry. It is time for American companies to show similar courage, reaffirm the values that make America strong and free, and reverse their decision to boycott "All-American Muslim" immediately.

Change.org's petition [reads](#):

Greetings,

I am writing to ask you to reinstate your commercials on the TLC program 'All-American Muslim,' and apologize for caving to extreme right-wing bigots.

The TLC reality TV show All-American Muslim chronicles the lives of a group of Muslims in Dearborn, Michigan. The show has been well-received for its fair and realistic portrayal of the Muslim American experience in the United States.

But a reality TV show that lets Americans relate to the lives of Muslims in the United States is an offensive idea to those who want to demonize Islam. The Florida Family Association (FFA) launched a campaign earlier this year to get companies to pull their advertising from the program.

FFA has a history of bigotry - not only of Islamophobia, but also homophobia. By caving to bigots, Lowe's is essentially supporting and disseminating negative stereotypes about American Muslims.

This show is neither 'propaganda' nor a 'clear and present danger to the liberties and traditional values' of Americans. As Americans we value tolerance, understanding and coexistence, all of which are cultivated through All-American Muslim. What portion of Lowe's advertising guidelines is adverse to these ideals?

Lowe's tweeted a defense of their decision saying "Lowe's values diversity of thought in everyone, including our employees and prospective customers." But I will not support a corporation that panders to bigotry and the demands of hate groups, and many others are joining in on the boycott of your stores.

See the following poignant video on YouTube:

http://www.youtube.com/watch?feature=player_embedded&v=quRCeN5WbcY

I strongly urge you to reconsider your decision and reinstate advertising for All-American Muslim. Please take a stand against bigotry.

For more information about Faithful America, an online community of over 100,000 people of faith taking action on pressing moral issues of social justice and the common good, visit www.faithfulamerica.org.

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