



FOR IMMEDIATE RELEASE

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PRESS RELEASE: Bigotry Goes Corporate: Lowe's Withdraws Advertising During "All-American Muslim"

Los Angeles, CA – Muslims for Progressive Values (MPV) Protests Withdrawal Of Advertising During The TLC Program, "All-American Muslim" and calls for a boycott of Lowe's stores.

Fairness, truth and understanding have been heralded as core American values. Yet, with the recent withdrawal of advertisements by Lowe's during the airing of the TLC series "All-American Muslim" we become acutely, and painfully, aware that with enough coercion from bigots in our society the demonization of Muslims in America is just too easy. The fact that an American company such as Lowe's pulled its advertisement under the pretext that "...there are certain programs that do not meet Lowe's advertising guidelines..." is equivalent to insisting that Lowe's employees cannot wish their customers a "Merry Christmas" in deference to "political correctness".

The Learning Channel's latest series, "All-American Muslim" is the first commercial television program that presents a real-time look at Muslims in America in all their diversity. While the lives chronicled in the show do not represent ALL Muslims in America, this show has the capability of enriching the understanding of Muslims in America in a way that is accessible to the non-Muslim and to the Muslim alike. It is being done in the most honest way and it couldn't be more American than that!

Discrimination at the corporate level is simply un-American.

We call on Lowe's to reconsider their decision and we call on all to boycott Lowe's unless and until they reverse their decision to withdraw their ads during the airing of TLC's "All-American Muslim".

To learn more about MPV please visit www.mpvusa.org

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To arrange for an interview with Ani Zonneveld please contact her at 323-842-2869 (PST) or ani@mpvusa.org

Muslims for Progressive Values (MPV) is a 501 (c) (3) founded in 2007. MPV asserts that Islam is inherently progressive, inclusive and egalitarian which is an understanding that informs the ten principles by which the organization is guided. In the short years since its inception, MPV has expanded to include chapter and affiliates in Los Angeles, New York, Washington DC, Atlanta and Philadelphia as well as in Ottawa and Toronto, Canada. More information can be found at www.mpvusa.org