



MD). Twenty-four (24) additional states have introduced the legislation, and we have a Federal Bill as well that was introduced in late 2019 by Senator Cory Booker and Congressman Cedric Richmond.

## **OUR CROWN RESEARCH CONFIRMED THE ISSUE**

Narrow beauty standards in America continue to perpetuate unfair scrutiny, injustice and discrimination, in workplaces and schools, against Black people for wearing hairstyles inherent to their identity. The groundbreaking *2019 Dove CROWN Research Study*, a quantitative study with 2000 Black and White women, illuminated the impact of workplace hair discrimination:

- Black women are 80% more likely to change their natural hair to meet social norms or expectations at work.
- Black women are 1.5 times more likely to be sent home from work, or know of a Black woman sent home, because of her hair.

Additionally, when shown two images of the same hairstyle on both Black and White women, the same hairstyle on a White woman was rated 25% higher in 'job readiness' than the exact same hairstyle on a Black woman.

## **THIS IS A NATIONAL MOVEMENT WITH 70+ ORGANIZATIONS SUPPORTING THE WORK**

(founding members in bold)

1. **Dove**
2. **Color Of Change**
3. **National Urban League**
4. **Western Center on Law & Poverty**
5. ACLU California
6. ACLU Georgia
7. ACLU New Jersey
8. ACLU of Northern California
9. ACLU of Southern California
10. ACLU of San Diego & Imperial Counties
11. AFSCME (American Federation of State, County and Municipal Employees, California)
12. African American Mayors Association
13. Alliance for Boys and Men of Color
14. Alpha Kappa Alpha Sorority, Incorporated
15. American Academy of Pediatrics
16. Anti-Defamation League San Francisco
17. Anti-Defamation League Los Angeles
18. Anti-Defamation League Chicago
19. Association of Black Psychologists
20. Beauty and Barber Empowerment Center
21. Berkeley City Council
22. Black American Political Association of California
23. Black Business Association
24. Black Women for Wellness Action Project
25. Black Women Organized for Political Action
26. Black Women's Agenda
27. Black Women's Roundtable
28. California Black Chamber of Commerce
29. California Black Health Network
30. California Civil Liberties Advocacy
31. California Employment Lawyers Association
32. California Teachers Association
33. City and County of San Francisco Department on the Status of Women
34. Courage Campaign



35. Curly Girl Collective
36. Delta Sigma Theta Sorority, Incorporated
37. EarthGirl
38. EMERGE: Natural Beauty Industry Alliance
39. Equal Rights Advocates
40. Greater Sacramento Urban League
41. Greenlining Institute
42. Hip Hop Sisters Foundation
43. ImpactEDI
44. Jack and Jill of America, Incorporated
45. The Links, Incorporated
46. Los Angeles Community College District
47. Los Angeles County Office of Education
48. M.O.B.B. United (Mothers of Black Boys)
49. NAACP (National Association for the Advancement of Colored People)
50. NAACP Legal Defense and Educational Fund, Inc.
51. National Action Network
52. National Association of Black Psychologists
53. National Association of Social Workers – California Chapter
54. National Black Child Development Institute, Inc.
55. National Black MBA Association, Inc.
56. National Coalition of 100 Black Women – Sacramento Chapter
57. National Council of Negro Women
58. National Lawyers Guild – Sacramento Chapter
59. National Organization of Black Elected Legislative Women (NOBEL Women)
60. National Women’s Law Center
61. The Natural Hair Industry Convention
62. NYC Black Women’s Political Club
63. NYC Hispanic Chamber of Commerce
64. Professional Beauty Association
65. Public Health Advocates
66. SAVE A GIRL, SAVE A WORLD
67. Service Employees International Union (SEIU)
68. Sigma Gamma Rho Sorority, Incorporated
69. Ujima, Inc.
70. United States Black Chambers, Inc.
71. Women in Public Policy, Inc.
72. Women’s Foundation of California
73. YWCA, White Plains & Central Westchester
74. YWCA USA
75. Zeta Phi Beta Sorority, Inc.

**NATIONAL CROWN DAY** - On July 3 we celebrated National CROWN Day, a special holiday to commemorate the anniversary of the signing of the first CROWN Act in California. The first National CROWN Day was recognized with a full-day of virtual events to engage, uplift, and celebrate Black people and the freedom to wear our natural hair without fear of judgement or consequence. Celebrity appearances included Tracee Ellis Ross, Estelle, Elaine Welteroth, Andy Allo, Vernon Francois, and the CEOs or Presidents of the largest Black organizations in the country. The event went viral and delivered over 55 million impressions. India.Arie even surprised guests with a custom rendition of “I Am Not My Hair” with a discussion about The CROWN Act.

### **EXPANDING THE CROWN COALITION**

Unilever is joining Dove to expand the Coalition to Create a Respectful & Open World with **No Racism**. This expanded effort will continue to advocate for legal protects against race-based hair discrimination plus additional actions in following areas: reducing systemic bias and discrimination, reimagining public safety, supporting safe and fair voting access, and driving economic equity. Dove also created the CROWN fund with \$5MM of support over 5 years.

**SOCIAL MEDIA**

Follow us on Instagram, Twitter, Facebook - @thecrownact  
#TheCROWNAct #PassTheCROWN #hairdiscrimination

**VIDEOS** – Beauty Looks Like Video is [Here](#) (ANA Top 3, 2019)

The CROWN Act – Year 1 Recap Video is [Here](#)

India.Arie “I Am Not My Hair” Video is [Here](#) (organic/earned)

**ONLINE**

Dove.com/CROWN  
TheCROWNAct.com