



MEDIA RELEASE

Hon. Greg Donnelly MLC



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GREG DONNELLY CALLS ON AUSTRALIAN SHOPPERS TO STRIKE COTTON-ON OFF THEIR CHRISTMAS LIST

Greg Donnelly MLC has called on shoppers not to spend one cent in Cotton On stores in the lead up to Christmas until they honour their promise to get rid of offensive t-shirts for babies.

“The company promised to withdraw this offensive merchandise over three months ago after being “outed” by Kids Free 2B Kids”, said Greg Donnelly.

They admitted that the t-shirts for babies had crossed the line after Julie Gale, Founding Director of Kids Free 2B Kids, challenged them about slogans like “I’m a tits man”, “I’m living proof my mum is easy” and “I’m bringing sexy back”.

“However, this company is all talk and no action. On 23rd November I visited the Cotton On Kids store at Westfield, Hornsby. I purchased, to show my Parliamentary colleagues, four baby t-shirts with the slogans ‘Lock Up Your Sons’, ‘Lock Up Your Daughters’, ‘mmm...boobies’ and ‘I’m a tits man’.”

“Since when has it been OK for grown-ups, and I use that term loosely, to turn children and babies into walking billboards for adults sexualised humour.

“The evidence continues to mount that the sexualisation of children and young people is having a very serious impact on their well-being. It impacts negatively on cognitive functioning, physical and mental health, sexuality and beliefs”, said Greg Donnelly.

“The company’s decision to continue to sell this merchandise goes to show how low it is prepared to go to turn a dollar.”

The Cotton On Group retail stores trade under a number of names including Cotton On, Cotton On Kids, Cotton On Body, Rubi and Typo.

“They just don’t seem to get it. That being the case I call on all Australians preparing to do their Christmas shopping to strike Cotton On stores off their Christmas list. Perhaps this will get the company’s attention and encourage them to do what they had promised.

“I would also encourage shopping centre proprietors like Westfield, Lend Lease and Stockland to sit Cotton On down and tell them this merchandise is out of bounds – full stop. Families and lots of children visit shopping centres. They should not have to put up with this crass merchandise being shoved in front of their faces.”

“I look forward to Cotton On doing the right thing and honouring its promises to Kids Free 2B Kids. When Cotton On comes to its senses can I suggest that they contact my office and I will provide them with Julie Gales’s mobile phone number”, said Greg Donnelly.

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