

How to submit a letter of support for AB 1287

Dear Partner,

Thank you for your support of the California Commission on the Status of Women & Girls Opportunity Agenda sponsored bill AB 1287. Please see the directions below to submit a Letter of Support for the bill.

1. Draft a Letter of Support from the template provided by CCSWG and save as a PDF (below).
2. Visit <https://calegislation.lc.ca.gov/Advocates/> to create an account!
3. Log into the Legislative Portal & select “Submit a Letter” in the top left corner, under ACTIVITY.
4. Enter in **Measure: AB 1287** and select the most recent version of the bill text.
5. Select the Appropriate Committee (Assembly Judiciary) & Select Sarah Goodman as the staff person, hit NEXT.
6. Select your stance as SUPPORT.
7. In the Subject line enter **Organization name + Support Letter for AB 1287**
8. Upload & Review your entry
9. Hit **SUBMIT**

Please reach out if you encounter any issues with uploading the document or anything else. Tiffaney Boyd can be reached at 916-261-9331 via call or text or Tiffaney.Boyd@women.ca.gov

Date

**The Mark Stone, Chair
Judiciary Committee
California State Assembly
Sacramento CA 95811**

Dear Chair Stone,

I am writing on behalf of [Organization Name] to urge the Judiciary Committee to pass AB 1287, which would eliminate gender based pricing for goods, an unequal burden otherwise known as the “Pink Tax.”

(Information about group + interest in bill)

A December 2015 report by the New York City Department of Consumer Affairs, entitled “From Cradle to Cane: The Cost of Being a Female Consumer,” found that 42 percent of the time, women’s products cost more than similar products for men and on average cost 7 percent more, including:

- 7 percent more for toys and accessories;
- 4 percent more for children’s clothing;
- 8 percent more for adult clothing;
- 13 percent more for personal care products; and
- 8 percent more for senior/home health care products.

In 1995, California elaborated on the Unruh Act by enacting the “Gender Tax Repeal Act” by specifically prohibiting businesses from charging women higher prices than men for services SB 1287 would prohibit such discriminatory pricing for goods.

Women still make approximately 82% of what men earn. For every 1 dollar earned by white men, Latina women earn 54 cents. Women make up as much as 85% of consumer purchases in the United States These combined factors mean gender-based pricing is a grossly disproportionate burden for women, and particularly for women of color.

These impacts threaten the wellbeing of families. In 2017, 41% of mothers were the primary breadwinners for their families. Primary breadwinners, who still make 70% or less than their male colleagues.

The “Pink Tax” augments and reinforces these inequities. Women, already underpaid, are expected to pay more for even basic necessities. [Organization Name] believes that higher costs when products are marketed to women constitute a unjust and arbitrary “Pink Tax” that adds to women’s economic burden. We support gender equity and such substantive actions to achieve justice.

Organization Letterhead

For these reasons, [Organization Name] urges the Judiciary Committee to pass AB 1287.

[Signature]