

DATE

Dear BUSINESS,

**As a nation, we decided a long time ago that when a business opens its doors to the public, it should be open to everyone, on the same terms.** That's why I am reaching out to you to ask BUSINESS NAME to pledge to be a business that's **Open to All®**.

Open to All® is nationwide public engagement campaign to champion the bedrock principle that businesses should serve everyone on the same terms, with dignity and respect.

As Americans go about their daily lives, from going to the gym to hanging out with friends, we shouldn't have to worry about whether we will be welcome, or whether we will face hostility or even be denied service—like the couple recently kicked out of an Uber simply because they're gay, Muslim women who were ordered to leave a café, people of color facing abuse and violence in a diner, or people with disabilities being harassed in a restaurant.

**That's why it's so important that you pledge to be an Open to All business!** Now is the time for inclusive businesses to stand up and declare that their doors are open for business. Join Gap, Banana Republic, Old Navy, Athleta, Intermix, Marriot International, Yelp, Levi Strauss & Co., Airbnb, Lyft, and more than 500,000 businesses large and small from across the country and take the pledge to serve everyone on the same terms. By signing on, you pledge to:

- Maintain a welcoming and safe environment for people—including employees, visitors, customers, vendors and clients—regardless of race, ethnicity, national origin, sex, gender, religion, disability, immigration status, sexual orientation, gender identity, or gender expression.
- Not discriminate against any individuals or deny them goods or services based on any of these characteristics, and to provide all goods and services to everyone on the same terms.

**Will you take the pledge to be Open to All®?** Visit [www.OpenToAll.com/business-pledge](http://www.OpenToAll.com/business-pledge) to learn more and sign on.

By signing Open to All® will officially register you as an **Open to All®** business. And if you make a \$10, tax-deductible contribution, Open to All® will send you a window cling to display publicly. Then your business and website will be featured on the Open to All website. This is a great opportunity for your business to be a leader and to do so in a high-profile way with the support of over 200 partners spanning multiple communities.

Join Open to All®, take the business pledge, and let your customers and your community know that you are open to all. Because no one should be turned away from a business simply because of who they are.

Thank you for your consideration. Please contact [info@opentoall.com](mailto:info@opentoall.com) for more information.

Thank you,

SIGNED