

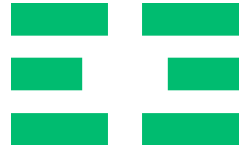


Red Wing Shoes

Locations: Minnesota (HQ)

Industries: Consumer Durables and Apparel, Retailing

RISK LEVEL:



Lower Risk

DESCRIPTION:

Red Wing Shoes does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Red Wing Shoes does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Red Wing Shoes has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs.

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Red Wing Shoes does not discriminate against charitable organizations based on views or beliefs. However, it will only give to religious organizations that provide non-sectarian services ([1](#))([2](#))([3](#))([4](#)).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. Medium Risk

Red Wing Shoes does not provide viewpoint protections for its employees ([1](#)).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Red Wing Shoes former CEO, Mark C. Urdahl, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace ([1](#))([2](#)). Otherwise, there are no publicly known cases of the company using its reputation to advance ideological causes or policies ([3](#)).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Lower Risk

Red Wing Shoes has not used corporate funds to advance ideological causes, organizations, or policies ([1](#)).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. N/A

Red Wing Shoe does not operate a PAC or engage in lobbying at this time ([1](#))([2](#))([3](#)).

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