

rue21

**Rue21**

Locations: Pennsylvania (HQ)  
Industries: Retailing

**RISK LEVEL:****Lower Risk****DESCRIPTION:**

Rue21 does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. Rue21 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**

*Rue21 has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** **N/A**

*Rue21 does not publish charitable giving guidelines (1).*

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

*Rue21 does not publish a nondiscrimination policy (1).*

**Corporate Governance and Public Policy**

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

*Rue21 launched a new gender-neutral clothing assortment and two returning fragrances (1). Otherwise, there are no publicly known cases of rue21 using its reputation to advance ideological causes or policies (2).*

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

Rue21 was a Silver Tier corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (1)(2)(3)(4)(5). Otherwise, there are no publicly known cases of rue21 using corporate funds to advance ideological causes, organizations, or policies (4).

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

Rue21 does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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