

rue21.

Rue21

Locations: Pennsylvania (HQ)

Industries: Retailing

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

Rue21, which is a apparel retailer, has not publicly terminated business relationships based on views or beliefs. The company does not publish a nondiscrimination policy and has supported the Trevor Project. Rue21 does not appear to discriminate against religious organizations in its charitable giving and has not used its corporate reputation to advance ideological agendas. For these reasons, Rue21 receives a Lower Risk rating.

Corporate Weaponization

Has denied service to 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 fired 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**

Rue21 does not appear to discriminate against religious organizations in its charitable giving (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Rue21 does not publish a nondiscrimination policy (1).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. **Medium Risk**

In addition to launching a new gender-neutral clothing assortment and two returning fragrances, rue21 will make a donation to The Trevor Project (1).

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

Rue21 partnered with The Trevor Project to promote its #SayGay Pride 2022 campaign and has made a \$50,000 donation to the company [\(1\)](#)[\(2\)](#)[\(3\)](#).

Uses corporate political contributions for ideological, non-business purposes.

N/A

Rue21 does not operate a PAC at this time [\(1\)](#).

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