

We believe you have benefited the community tremendously in a variety of ways. Your charitable contributions and community involvement are outstanding, and do not go unnoticed. As your patrons we are aware though that several of your locations don't allow staff to have visible tattoos or piercings at work. This is a petition to show you have the consumer support to have the freedom to hire based on qualifications and not appearance. Please allow tattoos and piercings at work.

We support the right to hire and fire, of your company, and any business. However, we believe that hiring and firing should be based on the merit of the individual. Several qualified workers do not apply for employment because of your current tattoo and piercing policies. Our bodies are not our resumes. Tattoos and piercings are exterior, while character, work ethic, drive, and morals are internal and define a person.

Several of your employees currently have tattoos that are memoirs to their family. They have meaningful and inspirational verses, sayings, or symbols. They have tattoos that serve as reminders of the things that matter most to them: God, family, friends, values, moments, travels and more. When a company tells a staff member to cover up something that that is a value, and holds intrinsic meaning to the staff, it in no way makes for a stronger company. Several employees have aesthetically ornate artwork that is no different than the art beautifying a home. When companies value the individuality and character of their employees, the employees in return value the character and culture of the company.

This is not a petition to give preferential treatment or benefits to tattooed or pierced staff. This is a petition to allow managers and human resources to have the freedom to allow staff to be individuals. Botox, plastic surgery, breast implants, fake eyebrows, nail extensions, and colored hair are examples of body modifications. While not everyone likes these or thinks they're beautiful, they're not discriminating factors in the workplace. Beauty is subjective. Tattoos and piercings are merely another form of beautification. Here are some statistics.

- In today's culture, tattoos don't stand for rebellion. 96% of America adults said their tattoos are not worn out of rebellion.
- The majority of American's don't see tattoos and piercings as unprofessional.
- Over 42% of American adults have tattoos.
- Over 61% of adults have piercings other than ear piercings.
- According to Fox News, 96% of Americans would not change their product shopping habits if a business had staff with tattoos and piercings, as long as they felt they received the same quality and pricing.

However, a large portion of shoppers would possibly change their product shopping habits if they felt a business discriminated against staff with tattoos and piercings. Recently, PetSmart changed their corporate policy to allow staff to have visible tattoos and piercings as long they weren't vulgar. These were the direct results:

- A sharp increase over the next few months of over 20,000 new social media followers.
- They gained 1000's of new website back links within a few weeks.
- Dozens of national magazines, television stations and newspapers and covered the story. A press value of over \$500,000.
- Direct publicity reached almost as many people as Sunday Night Football does on any given night.

In conclusion, allowing tattoos and piercings at work will not hurt business. It will increase company loyalty. It increases community loyalty. It will create great press. Most importantly it gives the freedom to staff to express their art, memories and values that they hold dear. We ask that merit, character, work ethic, drive, and values be the focus of employment and not looks. You do not have to allow vulgar or offensive tattoos. We don't ask that you hire employees with tattoos and piercings ... we ask that you hire the most qualified person to do the job. If they happen to have tattoos or piercings, we support you! We thank you for reading through this and giving this matter your time and consideration.

Sincerely,
Your Shoppers