

For Immediate Release

Campaigners Target Tesco Over Sale Of Lads' Mags

Campaigners from Brighton and Hove will be participating in a national day of action to urge the retailer Tesco to stop selling pornographic lads' mags.

They will be asking Tesco to drop publications like Nuts and Zoo from their stores because they fuel attitudes underpinning violence against women, and exposing customers to them can constitute sexual harassment or sex discrimination under the Equality Act.

Tesco is under fire for selling pornographic lads' mags because research shows they fuel sexist attitudes and behaviours (4). Thousands of people have called on the retailer to take action through an online petition and social media, while organisations backing the campaign include End Violence Against Women, Imkaan, Equality Now, Local Mums Online, Gransnet and writer Natasha Walter.

18 top lawyers specialising in equality and discrimination law have also signed an open letter calling on retailers to lose the lads' mags. They write that selling and displaying lads' mags and papers with Page 3- style front cover images can constitute sex discrimination or sexual harassment. Employees could take legal action on this basis and, where the magazine is visibly on display, customers could also have a claim. As the UK's largest retailer, the implications for Tesco are substantial. Tesco operates 3146 stores

Polly Neate, Chief Executive of Women's Aid, said:

"This campaign is a brilliant way to show retailers and publishers that the public will not stand for casual misogyny any longer. Young women should not have to walk past images which show them as passive sex objects and legitimate targets for male sexual aggression every day, as they do now. Lads' mags are not 'banter', they repeat damaging sexist ideas and objectify women. We urge retailers to take note of this campaign and act to remove these magazines before they face a full legal challenge."

ENDS

Notes to editors

1. The Brighton and Hove action will take place from midday on 24 August outside Tesco Superstore in Church Road, Hove BN3 2DL
2. The Lose the Lads' Mags campaign is calling on retailers to stop stocking and displaying lads' mags and papers with Page 3- style front cover images:
www.losetheladsmags.org.uk

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3. For more information and to request interviews please contact Kat Banyard (UK Feminista) on 07775 855037 / kat@ukfeminista.org.uk or Sophie Bennett (Object) on 07450 429814 / campaigns@object.org.uk

4. The American Psychological Association (APA) report that viewing media which portrays women as sex objects leads people to become significantly more accepting of gender stereotyping, sexual harassment, interpersonal violence, and rape myths. The APA also reveal that men are more likely to treat women as sex objects and their behaviour towards women is more sexualised after exposure to sexualised media. The Government-commissioned Sexualisation of Young People Review found: “lads’ mags promote an idea of male sexuality as based on power and aggression, depicting women as sex objects and including articles that feature strategies for manipulating women.”...“The evidence gathered in the review suggests a clear link between consumption of sexualised images, a tendency to view women as objects and the acceptance of aggressive attitudes and behaviour as the norm.”