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Betsy Butler

February 27, 2020

The Honorable Hannah-Beth Jackson
Chair, California State Senate Judiciary Committee
State Capitol, Room 2187
Sacramento, CA 95814

Re: SB 873 (Jackson) – Support

Dear Senator Jackson,

On behalf of the California Women's Law Center, we write in support of SB 873 which would prohibit discriminatory gender-based pricing of consumer goods.

For 60 years, the Unruh Civil Rights Act has prevented businesses from discriminating against consumers on the basis of many factors, including sex. In 1995, California strengthened these protections by enacting the Gender Tax Repeal Act which specifically prohibits businesses from charging women higher prices than men for services of a like kind.

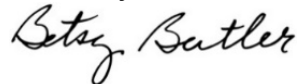
While this was an important step toward economic equity for women in California, it does not stop businesses from charging discriminatory rates for goods. Women in California continue to pay more than men for the same products. A 2015 report found that 42 percent of the time, women's products on average cost 7 percent more than men's.

SB 873 would prevent companies from increasing prices simply because the products are marketed for women, designed with a traditionally feminine color, or can only be found in the women's department.

CWLC's mission is to break down barriers and advance the potential of women and girls through transformative litigation, policy advocacy, and education. SB 873 will support the prohibition of the arbitrary Pink Tax women face on a daily basis, helping to dismantle a systemic barrier to women's economic justice.

For these reasons, the California Women's Law Center strongly supports SB 873.

Sincerely,



Betsy Butler
Executive Director