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March 2, 2018

Jeffrey G. Lynn
Chief Executive Officer
Dunham's Athleisure Corp
5607 New King Drive Ste 125
Troy, MI 48098

Dear Mr. Lynn,

Last month in Parkland, Florida, a nineteen year old with an AR-15 semi-automatic rifle entered Marjory Stoneman Douglas High School and took the lives of fourteen students and three teachers. As our country tries to grapple with the aftermath of this tragic event — the latest in a long line of deadly mass shootings — I urge you to commit to helping end this epidemic of widespread gun violence in America.

Since the shooting at Marjory Stoneman Douglas, survivors and students across the country have raised their voices to demand a change to the status quo. They are calling on every American to take immediate action to prevent such a tragedy from occurring again.

Many companies have already taken steps to proactively engage on this issue. A growing list of businesses — from airlines to banks to insurance companies — have cut ties with the National Rifle Association (NRA) in recent days, ending membership discounts and other affiliations with the organization. This has been a strong statement of solidarity with the millions of Americans who believe we all have a moral responsibility to consider what more we can do to end the epidemic of gun violence.

As part of this response, the CEO of Dick's Sporting Goods, Edward Stack, announced earlier this week that the company will take immediate action to "let our kids know that their pleas are being taken seriously."¹ The company has pledged to discontinue the sale of assault-style rifles and high-capacity magazines, and maintain its policy of refusing to sell bump stocks. It will also raise the minimum age for gun sales to 21.² A number of stores — including Walmart and Kroger's — have also announced their intention to take similar steps.³ I applaud the actions of these companies to engage on this issue and take a stand that could help prevent future mass shootings. In light of these recent announcements, I urge that your company, at a minimum, also step up to this new corporate retail standard by making the same commitments.

The epidemic of gun violence in this country is not preordained. It is preventable. Your company can have a direct impact in this fight. I encourage you to reassess your current policies, and commit to prohibiting the sale of assault-style rifles, high-capacity magazines, and bump stocks in your stores, as well as the sale of any firearm to anyone under the age of 21. If you decide that these important and commonsense steps cannot be taken in your stores, I ask that you respond with your reasoning as to that determination. I hope that you will join this effort to prevent gun violence from continuing in this country unabated.

Sincerely,



Edward J. Markey
United States Senator

¹ Stack, E. (2018, February 28). A letter from Dick's Sporting Goods CEO Ed Stack. *The Washington Post*. Retrieved from <https://www.washingtonpost.com>

² Id.

³ Engel Bromwich, J. (2018, March 1). Kroger Raises Age Limits on Gun Sales, Joining Walmart and Dick's. *The New York Times*. Retrieved from <https://www.nytimes.com>