



BLACK WOMEN'S  
WEALTH ALLIANCE  
CULTIVATING STRATEGIES CREATING WEALTH CHANGING LIVES

January 11, 2023

Dear Honorable Chair and Committee Members,

I ask each of you to support and pass the Minnesota CROWN Act that further create a one Minnesota that is centered on equitable opportunity for all Minnesotans to exist and thrive in our workplace, businesses, schools and social environments.

For far too long, African Americans, African Descent communities, others with natural hair and different hair expressions have altered their natural hair, and creative & cultural hairstyles to preserve jobs and educational opportunities that are central to caring for themselves and their families. Hair discrimination also significantly impacts our state economic and social fibers and threatens to limit our future talent base of youth who cannot obtain a job or remain in school because of their hair textures and styles. Hair discrimination discourages a sense of belonging and promotes negative self-esteem in children which in turn furthers public health disparities and expedites poverty.

Let us put an end to hair discrimination in our great state, I urge you to stand with thousands of us Minnesotans today and pass this legacy legislation "The CROWN Act". If we do not pass The CROWN Act in this session, the results are clear and will continue to have a catastrophic impact of our statewide community.

- Black girls as young as five years old experience hair discrimination (as reported by their parents).
- By age twelve, 86% of Black teenagers started experiencing discrimination based on their hair.
- 81% of Black children in majority-white schools say they sometimes wish their hair was straight.
- A previous study by Dove (in 2019) found that Black women were 1.5 times more likely to be sent home or know of a Black woman sent home from the workplace because of her hair

Thank you for your time and consideration in this very important matter, I look forward to working with you to further uplift and advance the quality of life for our communities within our great state of Minnesota.

Respectfully,

Kenya McKnight-Ahad

CEO | Founder

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