



Minnesota Business
Coalition for
Racial Equity

Chair Ron Latz
Senate Judiciary and Public Safety Committee
Re: CROWN Act (SF 44, Champion)

Chair Latz and Committee Members -

The Minnesota Business Coalition for Racial Equity (MBCRE) appreciates you holding a hearing for the CROWN Act (SF 44, Champion) so early in the 2023 Legislative Session. We are excited that the CROWN Act will bring clarity to the Minnesota Human Rights Act and ensure that no Minnesotan can be discriminated against because of their natural hair.

MBCRE is comprised of more than 50 corporations and large organizations that have come together to build an equitable and prosperous state with and for Black Minnesotans. We want to use our collective resources and influence to ensure that Black Minnesotans are hired, retained, and can advance in an inclusive workplace, devoid of race-based discrimination.

In 2019, the CROWN research study found that Black women are 1.5 times more likely to be sent home from the workplace because of their hair. Racial discrimination against Black natural hair can cause Black people to be excluded from their work environment and culture, hinder productivity, and impact their ability to positively contribute to the success of the business. Black Minnesotans should not be forced to divest themselves of their racial-cultural identity by changing their natural hair to adapt to the workplace.

The CROWN Act would support more inclusive work environments by allowing all employees to express their authenticity. Inclusive work cultures and environments are required for our companies to benefit from the diversity of our employees and ultimately drive innovation and strong performance in the marketplace.

We encourage you to help Minnesota join the other 18 U.S. states that have passed provisions related to the CROWN Act and protect against hair discrimination.

Sincerely,

Tiffani Daniels
Managing Director
Minnesota Business Coalition for Racial Equity



Minnesota Business Coalition for Racial Equity Member List

3M
Accenture
Allianz Life
Allina Health
Andersen Corporation
APi Group
Apogee Enterprises
Bank of America
Be The Match
Best Buy
Blue Cross Blue Shield
Bremer Bank
C.H.Robinson
Cargill
Caribou Coffee
Carlson Companies
Children's Minnesota
CHS Inc.
Cummins
Delta Dental of MN
Ecolab
Element Fleet Management
Fairview Health Services
General Mills
Gillette Children's
Great Clips, Inc.
Greater Twin Cities United Way
Habitat for Humanity-Twin Cities
HealthPartners
JP Morgan Chase
Land O' Lakes
Medtronic
Minnesota Business Partnership
Minnesota Timberwolves/Lynx
Minnesota Twins
nVent
Opus Foundation/Opus Group
Pentair
Piper Sandler
Post Consumer Brands
Red Wing Shoe Company
Scoular
Target
Thomson Reuters
Thrivent
Travelers
United Healthcare
US Bank
Wells Fargo
Winnebago Industries
Xcel Energy
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