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IdeaWorksCompany boycotts Trump

Jay Sorensen reacts to recent comments made by Donald Trump.

December 8, 2015, Shorewood, Wisconsin – The following is a statement issued by Jay Sorensen today:

Presidential candidate Donald Trump called for a “total ban” of Muslims entering the United States at a campaign rally yesterday. In prior comments he has suggested creating a database to monitor Muslim Americans and proposed warrantless searches of their homes. His statements have gone far beyond normal political discourse and represent overt bigotry and xenophobia. Donald Trump has placed hatred and fear in the forefront of his political campaign.

His views hurt the travel industry as a whole by urging a more divided world. His views also soil the soul of my immigrant country. To my friends around the world, please know this . . . Donald Trump is not America. I will not benefit this man by being a customer of his. I will not step foot inside a Trump Hotel or patronize any Trump enterprise to attend a conference, stay overnight, or dine in his restaurants. Mine is a small firm, but it’s a statement I am compelled to make as a travel industry professional and as an American.

I encourage you to do the same.

We are united – not divided – by travel.

Jay Sorensen
President
IdeaWorksCompany.com

About IdeaWorksCompany: IdeaWorksCompany was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing, and building profits through financial improvement and restructuring. Its international client list includes airlines and other travel industry firms in Asia, Europe, the Middle East, and the Americas. IdeaWorksCompany specializes in ancillary revenue improvement, brand development, customer research, competitive analysis, frequent flier programs, and on-site executive workshops. Learn more at IdeaWorksCompany.com.

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