

**PRESS RELEASE**

MOM ARMY

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FOR IMMEDIATE RELEASE

**IT'S NOT FASHIONABLE TO SEXUALLY EXPLOIT CHILDREN!**

Nationwide protest to protect children and their innocence

United States – MOM Army and DAD Army in collaboration with Gays Against Groomers will be holding a nationwide protest in front of Balenciaga and Nordstrom stores in over 20 cities across America on Saturday, December 3rd at 11am PT/2pm ET. Thousands are expected to show up.

Balenciaga's recent campaign ad featuring a young child holding a teddy bear wearing BDSM gear created a firestorm of backlash on social media from the public. Further digging by Instagram and Twitter users uncovered more disturbing images. Balenciaga has since made an apology and completely wiped out all the posts on their Instagram account. The celebrity and fashion world has been mostly silent on this matter. They are hoping this will just blow over and we will move on to the next thing. We can never be a society that condones or allows any form of child sexual exploitation. They are the most vulnerable amongst us. We all need to rise up to protect children and their innocence.

"Balenciaga must experience consequences for their actions and those who continue to uplift brands that exploit children must also be held accountable." - MOM Army Advisory Council and Founder of Freedom Forever, Landon Starbuck

"As a sexual abuse survivor, turned self-inflicting BDSM participant who had no idea the themes to which I was subjected as a child would become the abuses I would seek out as an adult, I am appalled but not surprised by Balenciaga and all in the fashion industry who turn a blind eye or worse yet push forward the narrative and overt exploitation of our world's children. This will not be tolerated. It's going to take an army. These are OUR kids. And, this behavior ends in my lifetime! People remained silent while I suffered as a child. I will NOT do the same." -AnnaLynne McCord. The protest at the Balenciaga in Beverly Hills, CA will be led by MOM Army Advisory Council member and actress AnnaLynne McCord.

MOM Army is a collective of fierce protectors and warriors fighting the battle to #StopTheWarOnChildren with 30 chapters across America. Our vision is a world where children are heard, loved, protected and honored.

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