Discrimination is bad. It’s bad for business. It’s bad for Texas.

If we pass a bathroom bill, we jeopardize talent, jobs, tourism, business and $5.6 billion.*

Who Texas could lose

- NFL, NCAA, NBA

Top-tier sporting events hosted by organizations that oppose discrimination

What Texas could lose

$1.04 billion in tourism

That means

$284.4 million in labor income and $52.5 million in rural communities

and $35.2 million in state tax revenue used for highway maintenance and other state services.

Why Texas will lose business

Fortune 500 companies ban discrimination.

Why Texas will lose business

Professionals, especially millennials, refuse jobs in states with discriminatory laws.

- Ask North Carolina how well it worked

After passing the bathroom bill, they lost up to $630 million in revenue in less than one year.

Let’s not be North Carolina.

*The Cost of Discriminatory Legislation Economic Impact Study, April 2017 by Angelou Economics with support from the Texas Association of Business.