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FOR IMMEDIATE RELEASE

**NATIONWIDE CLASS ACTION LAWSUIT AGAINST ALL HOLLISTER CO. STORES IN THE  
U.S. FOR VIOLATIONS OF THE ADA**  
**–Colorado Cross-Disability Coalition and Class of Individuals Who Use Wheelchairs Sue  
to Make Hollister Co. Stores Accessible**

Denver, Colorado. In 2010, TWENTY years after the passage of the Americans with Disabilities Act (“ADA”), Hollister Co. stores still discriminate against customers who use wheelchairs. Hollister Co. stores, found in shopping malls around the country, have all been built new from the ground up and many have stairs at their front entrances, making it impossible for individuals who use wheelchairs to enter. See photos.





Hollister Co. stores were all designed and constructed with customer service counters that are far too high to be accessible. See photo (person in background standing at counter).



Much of the merchandise in the stores is not accessible to people who use wheelchairs because it is blocked by furniture, plants and large tables with merchandise.

In the company's public documents, it claims: "The store design, furniture, fixtures and music are carefully planned and coordinated to create a shopping experience that reflects the Hollister lifestyle." "Every brand displays merchandise uniformly to ensure a consistent store experience, regardless of location. Store managers receive detailed plans designating fixture and merchandise placement to ensure coordinated execution of the Company-wide merchandising strategy." According to the class action lawsuit, that shopping experience and lifestyle do not include individuals who use wheelchairs. The stores are all identical, which is why a nationwide resolution is important.

If the request for class action certification is granted, any ruling from the court will apply to all of Hollister Co.'s stores nationwide, which is about 500 stores.

The ADA was enacted in 1990 to eliminate discrimination against the disabled and requires that stores be designed and constructed so that they are readily accessible to and usable by individuals who use wheelchairs. There are specific design standards that apply to all new buildings open to the public ensuring, for example, that main public entrances are fully and equally accessible to customers who use wheelchairs and customer service counters are no higher than 36 inches above the ground.

CCDC is a Colorado non-profit disability rights advocacy organization representing a large membership, many of whom use wheelchairs. CCDC Executive Director Julie Reiskin, who uses a motorized wheelchair, said, "Twenty years after the ADA, it is an affront to all people with mobility disabilities that any store would build steps at its entrance when they could have just made it accessible. Hollister has gone out of its way and spent money to create access barriers when none existed before. There is no excuse for CREATING barriers to people who use wheelchairs."

Hollister Co. Stores are owned by Abercrombie & Fitch Stores who also operate stores under the names Abercrombie & Fitch and abercrombie. CCDC has sued this company twice before regarding ADA wheelchair access issues at the Park Meadows Mall and Flatiron Crossings Mall.

The company claims that by having a separate side entrance hidden away with a small door opener button, people in wheelchairs are afforded an equal experience at their stores and that everybody uses both entrances. This is just not true. Watch the front of any Hollister store for any length of time and see if anyone ever uses the segregated side entrance.

The class action lawsuit seeks a court order forcing Abercrombie & Fitch to bring all of its

Hollister Co. stores into compliance and ordering it to comply in the future. Small monetary amounts may be available to the individual plaintiffs (up to \$500 per discriminatory incident under state law), but CCDC and the plaintiffs want the stores to be accessible and the message to be sent that is unacceptable in 2010 to deny people who use wheelchairs the same access as everyone else.

For more information about CCDC, see [www.ccdconline.org](http://www.ccdconline.org), and for more information about past and current cases, click on the "Legal" tab.

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