

The National Black Church Initiative-150,000 Black Churches, Will Continue Its Boycott Against Target (Despite the Confusion)

The Black community should not be forgotten

WASHINGTON, DC, UNITED STATES, March 25, 2026 /EINPresswire.com/ -

- The [National Black Church Initiative](#)¹ (NBCI) a coalition of 150,000 African American and Latino faith communities, comprising 27.7 million members, will continue its boycott against Target. Target is a white corporation that does not care about humanity, and especially about black people. We are a nuisance to them. NBCI started this boycott in March of 2022, and Target has done nothing to meet the demands of this movement.

Rev. Anthony Evans, president of the National Black church Initiative, “We appreciate the efforts by Rev. Jamal Bryant and his team, and we love him, but we cannot agree to end the Boycott until we sit in a room with the Target Chief Executive Officer Michael Fiddelke and negotiate a deal that will bring healing and make community. But there cannot be a deal without NBCI’s blessings or input. We started it, and we will end it. Therefore, I am authorizing mass protests this summer in front of Target stores across the country “

Rev. Jamal Bryant is one of our leaders. NBCI needs to be a part of any settlement going forward. We have no offer from Target in writing to end the boycott. Until then, the boycott will continue and intensify

“

This deal is a game-changer when it comes to Black health. If you solve the obesity question, it will have a major impact on 3 leading killers of African Americans—diabetes, heart disease and cancer”

— Rev. Anthony Evans, President of the National Black Church Initiative

during the upcoming summer.

ABOUT NBCI

The National Black Church Initiative (NBCI) is a coalition of 150,000 African American and Latino churches, comprising 27.7 million members, working to eradicate racial disparities in healthcare, technology, education, housing, and the environment.

NBCI’s mission is to provide critical wellness information to all of its members, congregants, churches, and the public. The National Black Church Initiative’s methodology utilizes faith and sound health science. We also offer our member congregants and the public helpful, science-based tips on developing and maintaining a healthy lifestyle.

Anthony Evans
National Black Church Initiative



Rev. Anthony Evans, President of NBCI



Eli Lilly Chairman and CEO David Ricks

+1 202-744-0184

[email us here](#)

Visit us on social media:

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

¹ <http://www.naltblackchurch.com>

² <https://achdc.net/>

³ <https://naltblackchurch.com/health/health-agenda.html>



Rev. Dr. Jamal Harrison Bryant, Ph.D., M. Div. Sr.
Pastor, New Birth Missionary Baptist Church

This press release can be viewed online at: <https://www.einpresswire.com/article/868993594/>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2026 Newsmatics Inc. All Right Reserved.