

# Operation Femme Freeze

## **RECLAIMING OUR WORTH. DEFINING OUR SPACES.**

This December through January 1st, women across the country will participate in a month-long protest against spaces and practices that commodify them. "Operation Femme Freeze" calls for women to withdraw from the following areas:

### **BARS & NIGHTCLUBS**

These venues often rely on women to attract more patrons, with promotions like "ladies' nights" to draw in men. This marketing treats women as part of the experience for male patrons and reinforces objectifying dynamics.

### **DATING APPS**

Many dating apps depend on female users to attract men, often with algorithms that commodify interactions. Participants are encouraged to delete their profiles, as apps use inactive accounts to attract male users.

### **HOLIDAY CONSUMER SPENDING**

To counter disproportionate spending expectations, women will cut back on excessive holiday purchases. Research shows women spend up to 30% more on household needs than men, so this step promotes financial resilience, especially for Black- and Brown-owned spaces.

### **SOCIAL MEDIA PLATFORMS**

Women will disengage from male-centered digital media, including Redpill, mansphere content, and male-centered "pick-me" narratives. This also means avoiding interactions with trolls or negative commenters.

### **EARNING BELOW OUR WORTH**

Women business owners are encouraged to raise their prices, addressing the chronic undervaluation of female labor and fostering economic independence.

**PURPOSE: TO AVOID MALE-CENTERED SPACES, ENHANCE WOMEN'S SAFETY, PRESERVE WEALTH, AND FOSTER GREATER ECONOMIC INDEPENDENCE FOR WOMEN.**