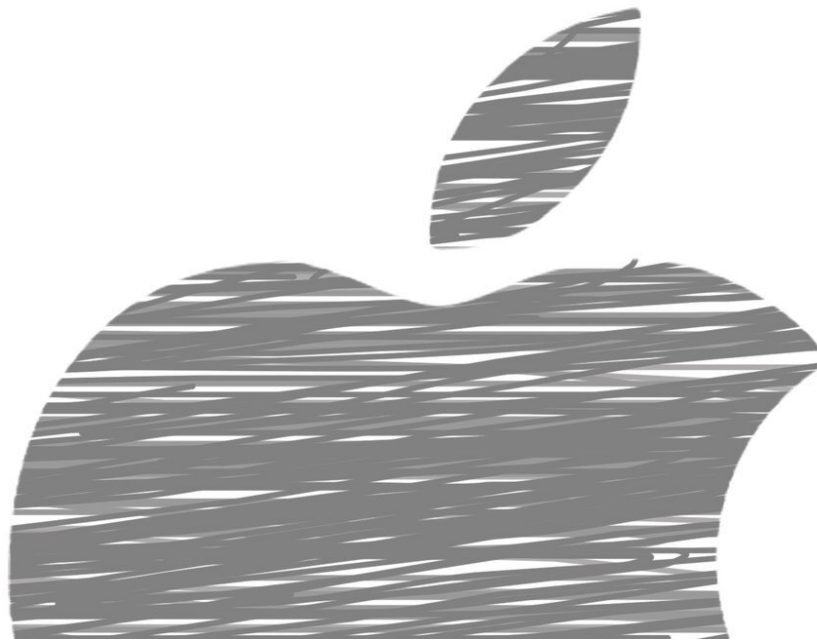


Apple's Tim Cook publishes open letter on racism, says company 'must do more'

June 5 2020, by Brett Molina, Usa Today



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Apple CEO said his company "must do more" to fight racism and promote diversity.

In a [letter](#) titled, "Speaking up on racism," published on Apple's website, Cook said the [company](#) will push initiatives such as bringing more

technology to underserved [school systems](#) and speeding up progress on inclusion and diversity from within.

"To create change, we have to reexamine our own views and actions in light of a pain that is deeply felt but too often ignored," Cook wrote. "Issues of human dignity will not abide standing on the sidelines. To the Black community—we see you. You matter and your lives matter."

Cook also said that while many people might want a return to a status quo, Americans must aim for a better future in the wake of the death of George Floyd, who died while in police custody in Minneapolis.

"With every breath we take, we must commit to being that change, and to creating a better, more just world for everyone," Cook wrote.

The first of three memorials for Floyd is scheduled for Thursday afternoon in Minneapolis.

Apple joins other [tech companies](#), including Amazon, Google and Microsoft, releasing statements condemning racism and expressing support for the [black community](#) following Floyd's death.

However, the same tech giants have faced criticism for not employing a more diverse workforce. For example, at Apple, only 9% of its employees are black, according to its 2018 diversity data. In its 2020 annual diversity report, Google says 3.7% of its workforce is black. At Amazon, while more than 26% of its global workforce is black, at the managerial level, it's only 8.3%.

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