What psychologically fuels Whites¹ attraction to racial colorblindness? What are the correlates and outcomes of colorblindness, both in terms of Whites¹ race-related attitudes and behaviors and effects on racial minorities? What are the implications for individuals and organizations when some Whites are colorblind with respect to their own identity (i.e., what we term ³racial denial²)? More broadly, how does denying the role of race in policy-making (such as restrictive immigration laws) predict support for those policies? Finally, do Whites actually view undocumented immigrants with a blind eye to race? After addressing these questions with preliminary and published data, I will discuss implications for education, workplace, and legal contexts.