Let $H$ be the C*-algebra of a non-trivial compact quantum group acting freely on a unital C*-algebra $A$. Baum, Dabrowski and Hajac conjectured that there does not exist an equivariant *-homomorphism from $A$ to the equivariant noncommutative join C*-algebra $A \ast H$. When $A$ is the C*-algebra of functions on a sphere, and $H$ is the C*-algebra of functions on $\mathbb{Z}/2\mathbb{Z}$ acting antipodally on the sphere, then the conjecture becomes the celebrated Borsuk-Ulam Theorem. Recently, Chirvasitu and Passer proved the conjecture when $H$ is commutative. In a simple way, we extend this result to a far more general setting assuming only that $H$ admits a character different from the counit. In particular, our result implies the non-contractibility of $q$-deformed compact Lie groups. (Received September 19, 2016)