

AFA Calls Out Disgusting New Ad in Family-Friendly Magazine

In the June, 2016, issue of Travel and Leisure magazine, Hilton Worldwide shocked readers by placing a full-page ad that featured two men in bed together. [Click here to see the ad.](#)

Travel and Leisure isn't a gay-specific magazine sent directly to homosexual's homes. It's a widely distributed mainstream publication that can be found in many public places such as doctors' or auto repair waiting rooms.

If Hilton had advertised two men playing tennis, cards or having lunch, that would have been reasonable. However, Hilton chose to make a cultural and social statement by purposely marketing the promotion of homosexuality to a large segment of the population who finds the idea of two men sleeping together unnatural and offensive.

So far, Hilton is defending its decision to promote homosexuality in the magazine and will likely take it further with other forms of mainstream media. Hilton said, "Hilton Worldwide is a global company of diverse cultures serving diverse guests ... We are proud to depict and reflect our guest diversity in our advertising ... "

TAKE ACTION