

Doritos Forwards Gay Agenda With Rainbow-Colored LGBT Chips

In partnership with It Gets Better, Doritos launched "Rainbows," an LGBTQ-friendly chip available for a minimum \$10 donation. The limited-edition version of its Cool Ranch-flavored tortilla chips, includes green, blue, purple, red and orange chips. And its tagline reads, "There's nothing *bolder* than being yourself."

Doritos states that its company "supports the bold lives our fans lead—all of them. Each bag brings rainbow-colored chips inside and an inspiring quote on the outside."

Here's something that you don't want to think about while snacking on your chips, though. Left out in nearly all discussions about homosexuality is the reality that sex often infects people with E. coli bacterial infections, spreads sexually transmitted diseases and can cause anal cavity bleeding and rupturing.

What is bold and inspiring about that? This fact was not lost on readers of a Yahoo! News story lauding the Rainbows chips as "a great cause." Reader comments speak for themselves:

"It makes no sense to alienate one part of society by pandering to another."

"I guess when they move on to make the Transgender Dorito we will get Ruffles in a Doritos Bag."

"Who would have believed that a company like Frito-Lay would throw the [expletive] agenda in the face of all the straight people of America[?] [It's] bad enough that we have to put up with the promotion of homosexuality in our daily lives but now

a company [whose] products that I used to buy and like has made the move to alienate the majority of [their] customers. How stupid?"

"Guessing they care less about the gays than making a buck off of a marketing scheme. Seeing that PepsiCo (who owns Frito-Lay) markets their products in countries that would imprison or kill gays. Think they are running the same promotion in the Middle East? Think not. If the companies that [want] to come across as such progressive thinkers and want to force this on people by their advertisements would pull all their products out of those countries, then I would believe them a bit more. Talking to you, Apple."

One reader points out the genesis of homosexual marketing:

"In 1989, Marshall Kirk and Hunter Madsen authored a book titled *After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the '90s*. The following is an excerpt from that book:

"[B]y conversion we actually mean something far more profoundly threatening to the American Way of Life, without which no truly sweeping social change can occur. We mean conversion of the average American's emotions, mind and will, through a planned psychological attack, in the form of propaganda fed to the nation via the media. We mean 'subverting' the mechanism of prejudice to our own ends—using the very processes that made America hate us to turn their hatred into warm regard—whether they like it or not."

Doritos has played into the marketing lie, dictating the agenda of less than 3 percent of the population. Yet if the 97 percent rejects their aggressive, discriminatory efforts as not normal, unacceptable and unloving, the 97 percent are targeted and hatefully labeled, left with more than "a Doritos finger."