

#FlipThisDecision Campaign Demands Christian Tolerance From HGTV

Remember the group behind the and #OpenZilla campaign? Now Faith Driven Consumer has launched #FlipThisDecision to combat the sudden cancellation of the upcoming HGTV series *Flip It Forward*.

The show was canceled because the stars, twin brothers David and Jason Benham, hold a biblical worldview on the issues of life and marriage. (You can read my op-ed on this [here](#).)

“David and Jason Benham are well-qualified to star on an HGTV show, they are well-respected members of their community, and the network has invested time and treasure in developing *Flip It Forward*,” says Chris Stone, founder of Faith Driven Consumer and certified brand strategist. “Now this project has come to a screeching halt simply because the Benham brothers hold a biblical view of life and marriage.”

Stone called HGTV’s move a demonstration of pure intolerance, discrimination and bullying toward those who hold to widely held and legitimate views.

“HGTV’s rash actions hold no place in America’s rainbow of diversity,” he says. “Whether people agree or disagree with the Benhams’ faith-driven perspective is beside the point; the Benhams have a right to have those views and to be treated equally with those who hold to other viewpoints. This is the very definition of tolerance.”

As Stone sees it, HGTV’s actions reveal it is in conflict with its own stated core values of integrity and diversity, which emphasize “having a strong moral compass which points to character, honesty, ethical practice and accountability” and

hold that all are included in the “broad canvas of interests, backgrounds, lifestyles and ethnicities.”

“This is the height of hypocrisy,” Stone argues.

With #FlipThisDecision, Faith Driven Consumers is asking people to cry aloud for tolerance, fairness and respect. Stone invites the masses to go to to sign up and join the campaign.