

Kellogg's LGBTQ-Themed Cereal Ignores 'Objective Understanding' of Love

"Boxes are for cereal, not people," the Kellogg's company has announced as part of a new "Together with Pride" campaign, which encourages today's children to choose their own pronouns. In a partnership with GLAAD—the LGBT-advocacy group originally founded as the Gay & Lesbian Alliance Against Defamation—the prominent cereal company is sharing a pro-LGBT activist message: "No matter who you are, who you love or what pronouns you use, you're too awesome to fit into a box."

Dr. Richard G. Howe, provost and Norman L. Geisler, chair of Christian Apologetics at Southern Evangelical Seminary (SES), commented on the developments from a natural law perspective.

"We hear a lot about love from the LGBTQ+ community, especially during pride month," said Dr. Howe. "But what we don't hear is a clear definition of what they mean by 'love.' Love means to will the good of another, but that necessitates an objective understanding of good, which necessitates an objective understanding of human nature. Our nature dictates our sexual distinctions—so anything that goes against that goes against our good, both short-term and long-term."

The Kellogg's campaign will run through Nov. 30, 2021, *The Christian Post* reports. The company says it will donate \$3 to GLAAD for each box of "Together with Pride" cereal sold. The front of the cereal box shows the Kellogg's logo in rainbow colors—as well as the GLAAD logo. The side of the box pushes pronoun "options" for young children—including "they/them" and an "add your own" option.

In a statement, GLAAD president and CEO Kate Ellis praised the "initiatives that spotlight the importance of using correct

pronouns to create safe and welcoming spaces for trans and nonbinary people.” Yet conservative Christian groups are pushing back.

Dr. Howe pointed out, “People who, with compassion and respect, help someone out of a destructive lifestyle, are the ones who really love their LGBTQ family members and close friends. The most unloving thing any of us could do is encourage any behavior that discourages another from obtaining their ‘good.’”

Earlier in 2021, SES released a new video pointing out several inconsistencies with today’s “wokeness” ideology and the importance for Christians to proclaim and defend the true and the good.

The video, titled “Are You Woke or Awake?,” has been well received on social media. {eo}

Dr. Richard G. Howe was named SES Provost on May 1, 2021. Dr. Howe is a writer as well as a public speaker and debater in churches, conferences and university campuses on issues concerning Christian apologetics and philosophy. He is past president of the International Society of Christian Apologetics, has presented at the annual meeting of the Evangelical Philosophical Society and has interacted with such leading Christian thinkers as William Lane Craig, Hugh Ross, Greg Koukl and Frank Turek.

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