

Movieguide® Warns Parents Over Barbie Movie

The new Barbie movie seems to have forgotten its core audience of families and children, instead catering to nostalgic adults and pushing LGBTQ character stories. This departure from its traditional focus on young viewers is alarming for Christian parents who seek to instill biblical values in their children.

Not only does the movie fail to appeal to its built-in market of little girls and families, but it also receives criticism for being poorly made with multiple premises, disappointing even the most dedicated fans.

The movie's executives missed a crucial step in defining their target audience and neglected the millions of families who would have eagerly attended theaters and purchased tickets.

Movieguide®, a trusted resource for Christian families, has conducted 40 years of research that consistently demonstrates the appeal and profitability of movies aligning with pro-family and biblical values. The organization's staff member highlights the grievous mistake made by Mattel, the company behind Barbie, by choosing to cater to a small percentage of the population that has shown a tendency to abandon the box office.

It is crucial for families to be aware of the quality and content of this movie. Not only does it represent a missed business opportunity for a beloved brand, but it also raises concerns regarding the movie's overall substance. Mattel's decision to distribute the film through Warner Brothers is reminiscent of other studios' recent missteps in forgetting their core audience. For instance, Pixar's "Elemental" had the lowest opening of any of their movies to date. Disney has suffered losses exceeding \$900 million with their last eight

studio releases as they continue to veer away from family friendly values.

These studios have thrived when they produce movies that promote pro-family and biblical values. Even the Barbie cartoon movies have consistently embraced themes of redemption, compassion, teamwork, kindness to strangers and self-sacrifice. Parents have placed their trust in the Barbie brand precisely because of its commitment to these values.

Christian parents must be aware of the truth about the upcoming Barbie movie, as it diverges from the family friendly content they expect and risks promoting values that conflict with their beliefs. As responsible stewards of their children's upbringing, it is essential to discern and choose entertainment options that align with biblical principles.

The Bible encourages parents to guide their children in the right path, as seen in Proverbs 22:6, which states, "Train up a child in the way he should go; even when he is old he will not depart from it." By staying informed and actively engaged in the media choices their families make, Christian parents can ensure that their children are nurtured in an environment that upholds the values they hold dear. {eoa}

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