

Zales Attempts to Normalize Sin

Zales Jewelers should be ashamed of attempting to normalize sin by featuring two women getting married in its latest commercial, which shows two women in wedding gowns exchanging vows and wedding bands. Zales is promoting same-sex marriage and their new "Love and Pride" Collection. The "Love and Pride" wedding band collection, designed for the LGBTQ community with rainbow and matching bands, is "promoting Equality, Diversity and Unity" and encourages same-sex couples to "celebrate their Love with Pride" as stated on its website.

Zales is using public airwaves to subject families to the decay of morals and values, and belittle the sanctity of marriage in an attempt to redefine marriage. Even though homosexuality is unnatural, this advertisement is pushing the LGBTQ agenda. An even greater concern is that the commercial is airing when children are likely watching television. To make matters worse, this ad has aired during family viewing time such as football games and prime-time shows.

Zales crossed a line that should have never been crossed. Even if IMM didn't disagree morally with the decision to air this ad, it is not a retailer's job to introduce so called social issues such as this to our children. That is a parent's decision. Zales is glorifying sin, and no sin should be placed in the spotlight and honored. This goes for homosexuality as well.

Millions of Americans strongly believe marriage should be between one man and one woman. It is obvious that Zales would rather take sides than remain neutral in the culture war. Zales will hear from the other side, so the company needs to hear from us as well. Our persistence will pay off. One day,

we will answer for our actions or lack of them. We must remain diligent and stand up for biblical values and truth. Scripture says multiple times that homosexuality is wrong, and God will not tolerate this sinful lifestyle (Rom. 1:26-27).

Please contact Zales Jewelers through our website, urge the company to pull this inappropriate commercial immediately and remain neutral in the culture war. Also, let Zales know that continuing to air this offensive advertisement in the future will force your family to decide to avoid its stores, especially during the Christmas season.

Also, while out shopping, stop by your local Zales and let the store manager know why you will not be shopping there during the Christmas season. Please be kind and request the manager pass along your concern to the corporate level, urging Zales to remain neutral in the cultural war. {eoa}

Click on link to take action.