

American Businesses Flaunt the Celebration of the First of the 7 Deadly Sins

While the Bible does not specifically categorize them, pride, greed, lust, envy, gluttony, wrath and sloth are commonly referred to as the seven deadly sins. They are mentioned by different names in many places in the Bible.

Pride is the first of the seven deadliest sins. In an article titled "10 Best Ways to Celebrate Pride Month," The Babylon Bee, the Christian satire site, wrote, "1) Repent – The best thing you can do during Pride Month, or any month. 2) Read all the verses in your Bible that mention pride – Then, repent again."

While The Babylon Bee is poking fun at the celebration of pride, other companies are promoting the LGBTQ agenda and putting serious money toward it.

Peloton is hosting pride-themed workout classes, selling gender-neutral pride apparel and donating \$25,000 toward each one of these organizations: GLADT, The Ali Forney Center, The 519 and London Friend.

The 519, London Friend and The Ali Forney Center in some way support the process of medical gender transitions. According to The Ali Forney Center website, the organization partners with the Institute for Family Health to "offer hormone treatment to ... transfeminine and transmasculine and gender-nonconforming clients via our on-site medical clinic." The treatments are provided for people ages 16-20 who take shelter in their housing.

Peloton is not the only fitness-related company actively promoting pride. Fabletics is offering genderless clothing and

donating \$25,000 to GLAAD (Gay and Lesbian Alliance Against Defamation). Puma is sporting a rainbow themed logo and giving \$250,000 to GLAAD. Under Armour just announced a pride collection and is giving "Pride Grants" to organizations that provide "safe places for LGBTQ athletes and allies to play and compete."

Nike is, of course, one-upping all of them by recognizing "LGBTQIA2S+ athletes," launching the "Nike Be True Summit" on June 13 "for a celebration of pride and progress" and giving \$625,000 in grants to pride-related causes. Their page includes Schuyler Bailar, the first female to male trans athlete in a Division 1 sport. She says, "Kids don't need education. They need inspiration. They need to be shown who they can be because they already are that."

The St. Louis Cardinals of Major League Baseball is doing its part to promote Pride Month with a Pride Night at Busch Stadium on Friday, June 10. The Cardinals invite you to: "Join the LGBTQIA+ community, plus friends, family and allies to watch the Cardinals take on the Cincinnati Reds. With the purchase of a special Theme Ticket, fans will receive a rainbow Cardinals hooded pullover. A portion of each ticket sold will be donated to PFLAG Greater St. Louis, which provides community, support and hope to LGBTQ+ people and their parents, families and friends in the St. Louis area."

The New York Yankees have also given \$1 million this year to support the LGBTQ community.

Pride Live, an organization that is "dedicated to accelerating awareness and support for the LGBTQ+ community" has a who's who of financial partners including Google, who's giving \$1 million to them this year, Chase, AARP, Target, NFL, Nasdaq, MLS, HBO, Virgin, Versace and Michael Kors.

Professional sports teams in every major league celebrate Pride Nights, and streaming services feature Pride or LGBTQ

sections of content. Disney-plus' Celebrate Pride Month features shows like *Gender Revolution: A Journey with Katie Couric*, *Out* and *The Proud Family*. They also feature a list of episodes where queer content is present.

It seems as though major companies from social media giants to grocery stores to car manufacturers are now donating large amounts of money to LGBTQ non-profits and pushing their sexual agenda. The U.S. Marines even got into the act by posting a picture of a military helmet with these words, "Proud to serve." The helmet had 5 bullets with rainbow-colored tips.

And every official member of the White House proudly waves a banner on their Twitter profile that reads, "Happy Pride Month!"

Ben Shapiro wrote a piece about Pride Month titled "The Anarchic Philosophy Behind 'LGBTQI+ Pride Month'" on the Daily Wire. He starts the article by addressing "a particular value system entirely embraced by the modern Left." He says their philosophy is: "the notion that a person's core identity ought to lie not in the relationship between individual desires and societal duties, but instead out to revolve around a subjective sense of self, unverifiable by the world at large, and justified against all societal roles and rules."

In the piece, he concludes that this kind of notion will lead to disaster. "Suggesting that the world at large owes each of us validation for our innermost desires is a recipe for complete chaos," Shapiro says. "Unity can only come from opposition to something—and in this case, that means opposition to tradition, institutions and the roles that actually facilitate human flourishing."

Pride is the first of the seven deadliest sins, and today in America, social media giants, grocery stores, athletic brands, entertainment companies and government institutions celebrate it. {eoa}

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