

Starbucks Promotes Transgender Agenda in #WhatsYourName Commercial

A new commercial from Starbucks is attempting to raise awareness of the daily challenges faced by transgender youth.

The advertisement aired during the first week of February and aims to show people that Starbucks welcomes everyone, regardless of who you are or want to be.

At Starbucks, writing your name on a cup and calling it out is a symbol of our warm welcome. Starbucks welcomes you, whoever you are. #whatsyourname Find out more at

– Starbucks UK (@StarbucksUK) February 2, 2020

The 90-second commercial starts out like a story, showing a trans teen who is referred to as “Jemma” during different times of the day.

At the end of the ad, the teen goes to Starbucks where the barista asks for a name.

“It’s James,” the teen responds with a smile. The employee writes “James” on the cup and the words “every name’s a story” appear on the screen.

The coffee giant launched the commercial as part of the #WhatsYourName campaign.

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