

What Comes After Burger King's Gay Pride Whopper?

Earlier this month, one Burger King restaurant situated along the parade route of San Francisco's annual gay pride event sold a specially packaged, limited-edition "Proud Whopper" with a rainbow wrapper.

American Family Association says that unless concerned consumers contact the fast food chain, the promotion could go nationwide next time.

"Even though this promotion was at just one location, as a chain, Burger King is promoting homosexual behavior as healthy and something to have pride in," said AFA President Tim Wildmon. "We believe that promoting and encouraging unhealthy behavior will drive families away."

Fernando Machado, Burger King's senior vice president of Global Brand Management, defended the company's promotion, telling *USA Today* that the sandwich "showcases who we are as a brand," adding, "It shows how we, as a brand, believe in self-expression."

On Monday AFA sent an Action Alert to its friends and supporters and has prepared an email that consumers can send directly to Burger King executives and to the Burger King Franchise Association. The email, which can be edited by the sender, states:

"I am offended by Burger King's stunt in offering a so-called 'Proud Whopper' in San Francisco. What were you thinking?

"Your celebrated promotion of cross-dressers and homosexuality is an insult to families, and I find your celebration of abhorrent behavior as a reason to dine elsewhere.

“I hope you will learn from this publicity blunder and realize that while most stores did not participate in the corporate-approved program, the damage has been done and affects the image of all Burger King outlets.”