

Why You May Want to Drop Adidas Right Now

Adidas will work with World OutGames 2017, a 10-day event that features sports and cultural events. LGBTQI (Lesbian, Gay, Bisexual, Transgender, Queer or Questioning and Intersex) athletes from 40 countries will participate.

“We believe that through sport, we have the power to change lives,” said Adidas North America President Mark King. “We believe in the power of sport and its ability to transcend differences and unite people around hope and celebration. Sport plays a critical role in our culture today, and we can harness that influence to make real change for the world.”

Basketball, track and field, running, soccer, bodybuilding, field hockey, swimming, tennis, triathlon, volleyball and other events will be included. All levels can participate, from beginner to expert.

This is another event promoting the LGBT agenda. Steve McConkey, president of 4 Winds Christian Athletics, started in 2003 fighting the International Olympic Committee for allowing transgenders in the Olympics.

From there, the movement spread to state high school associations, the NCAA, NFL, NBA and MLB. McConkey has fought this agenda every step of the way. He is the only sports minister standing up publicly on a consistent basis.

“Adidas joins Nike in the promotion of the sin of homosexuality,” states McConkey. “The popularity of immorality is increasing and we need to protect kids who are influenced by the culture. We may never reverse this trend, but there are standards that you do not budge from.”

Adidas has a perfect score of 100 in 2016 and 2017 on the

Human Rights Campaign's Corporate Equality Index, which rates workplaces on lesbian, gay, bisexual and transgender equality.

In 2016, Adidas formally added a clause to athlete contracts telling athletes they have to accept all gender identities and sexual orientations. Adidas creates specialty apparel featuring the rainbow flag.