

From Paranormal to Pride: Matt Rife's Drag Queen Ad Points to a Dangerous Spiritual Path

After purchasing the "Annabelle doll," has comedian Matt Rife embarked now on a spiritually dark path?

Matt Rife has come under hot water with secular audiences after starring in an cosmetics ad with drag queen Heidi N' Closet. In the ad, the two act as though they are part of a legal team they call "The Law Offices of & Schmarnes," which is centered on fixing beauty crimes. However, since Rife previously made jokes regarding domestic violence, audiences are not happy about what Rife acting in a makeup ad.

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According to Adweek, Rife was chosen for this part because his TikTok following is 80% female and 75% are under younger than 34. However, what if this signifies something deeper and more spiritual about the route that Rife is on?

As Charisma Media previously reported, Rife recently became the guardian of the Annabelle doll, 750 paranormal artifacts, an occult museum and the home of Lorraine and Ed Warren's home. Getting involved with what is spiritually dark, however, does have consequences. Dan Rivera, who used to tour with the Annabelle doll, died very unexpectedly after he was with the doll on his "Devils on the Run" tour.

Revivalist Isaiah Saldivar also issued a stark warning to Rife about the demonic spirits that he could be opening himself up to by getting involved with occultic practices.

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“You are playing with fire when you start playing with these things and think it’s no big deal,” Saldivar warned.

Now that Rife is dabbling with the LGBTQ agenda, are we seeing a spiritual downfall in his life? Have the doors to the demonic been opened?

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Matt Rife’s growing entanglement with the occult and now the promotion of LGBTQ ideology should serve as a sobering reminder that spiritual compromise rarely happens overnight—it’s often the result of one unguarded step after another. Scripture warns that the enemy comes to steal, kill and destroy. The allure of fame, money and cultural relevance can make those doors easier to open than we realize.

As believers, our response should not only be to recognize the danger but to intercede for Rife, asking God to break every demonic influence and draw him toward the truth of the gospel.

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