



Written by [Annalisa Pesek](#) on April 22, 2022

Published in the May 16, 2022 issue of [the New American](#) magazine. Vol. 38, No. 09

Disney Will “Lose on This Wokeness Gamble” If Parents Stop Their Patronage

After nearly a century, the “happiest place on earth” is becoming the wickedest. Disneyland, now a “woke” world after all, is soon to be a broke world if enough parents rise up and boycott all things Disney, as they all should.

The company’s latest controversy involves its vigorous opposition to Florida’s new Parental Rights in Education bill, dubbed by its critics as the “Don’t Say Gay” bill, though the word “gay” never appears anywhere in the legislation. Now Disney is facing significant backlash from parents fed up with the “nonsense.”



AP Images

Disney, no stranger to scandal, was at the center of an explosive investigation by CNN in 2014 that found 35 Disney employees were arrested for sex crimes against children. Today, the company condemns a law designed to protect kids from classroom instruction on sexual orientation and gender identity.

As Florida Governor Ron DeSantis made clear the day he signed House Bill 1557 into law, “Parents have every right to be informed about services offered to their child at school, and should be protected from schools using classroom instruction to sexualize their kids as young as 5 years old.”

Disney had little to say on the issue until a minority group of LGBTQ+ employees demanded a response, causing Disney CEO Bob Chapek not only to apologize to the “woke” mob for not being a “stronger ally,” but also vow to work to ensure the Florida state legislature repeals the law. Chapek further threatened to stop all political donations until this goal is achieved.

Yet DeSantis once again fought back, reminding Disney that Florida “is governed by the interests of the people of the state of Florida — it is not based on the demands of California corporate executives.”

No More Nonsense

Many parents from across Florida and beyond stand with DeSantis and have begun protesting by boycotting Disney products. News outlet Breitbart confirmed that “a flood of families are canceling Disney memberships” to its theme parks and Disney+ online streaming services.

On April 6, Christian singer Sean Feucht, founder of the Let Us Worship movement, called on believers and parents to “take a stand for the innocence of our children,” organizing a march outside the Disneyland headquarters in Burbank, California.

“Our kids are OUR kids,” wrote Feucht in an op-ed for Turning Point USA. “They aren’t the property of the woke expert class who believe they know better how to raise our kids.”



Written by [Annalisa Pesek](#) on April 22, 2022

Published in the May 16, 2022 issue of [the New American](#) magazine. Vol. 38, No. 09

Feucht promised Disney will be hearing from parents, declaring, “We as parents have not yet begun to fight. Disney will feel it in their earnings reports, teachers will feel it in the classrooms, and anyone who dismisses the concerns of parents and sexualizes children will feel it at the ballot box.”

Leading the Charge

Feucht gathered around 150 protesters to rally against Disney’s “woke” agenda on April 6. One attendee, Steve West of Moorpark, California, told *The Epoch Times* that he came to the rally because he wanted to be a part of the change. “It’s not enough to say you know something’s wrong and things aren’t how they should be,” said West. “You’ve got to put some skin in the game if you want to make a change. This is amazing.”

One wonders if these rallies happened every weekend whether Disney would begin to feel the pressure. Meanwhile, “#BoycottDisney” has trended on social media, and Moms for Liberty, one of the nation’s largest mothers’ rights advocacy groups, has warned Disney of further backlash if it doesn’t stop interfering with Florida’s laws. The group’s co-founder, Tiffany Justice, told Fox News, “It seems like Disney is OK with sexualizing our children.”

While Justice’s group has called for boycotts of Disney products and its streaming service Disney+, Moms for Liberty is primarily working to get parents involved in their children’s education through local politics, such as running for the school board and voting down ballot.

Feeling the impact of community pushback, Disney would need to change its policies or risk losing fans and young children who idolize their beloved characters. Perhaps losing those people who pay the wages of Disney elites by spending their vacation dollars at theme parks and on other products would change the company’s way of thinking.

Go Woke, Go Broke

One Tennessee father believes it will have an impact. He recently told Fox News Digital, “as a new father, I have decided not to expose my baby to any of Disney’s products — anything they stream, or their theme parks. Disney doesn’t seem to understand that parents have so many options now. Ultimately, I think they’re going to lose on this wokeness gamble.”

Even many of Disney’s employees disagree with the company’s promotion of sexual politics and race-based initiatives. Brave workers are speaking out against the company’s challenge of a law that shields young children from material that teaches about sexual orientation and gender identity.

One Disney cast member, speaking at the rally in Burbank, admitted that “it’s gotten very hard for [employees] with conservative values ... but it is okay to stand up for righteousness.... It’s okay to stand up; you’re not alone.”

Another Disney employee, Jose Castillo, told One America News that the “silent majority” of Disney workers in Florida support Governor DeSantis’ bill. “A lot of us are parents and we want to protect our children.... The bill doesn’t say “gay” anywhere. It says don’t talk to our kids about sex, and that’s what we care about. We want to protect our children,” he said. If Castillo and other now-silent employees loudly and proudly voice their opinions, Disney may change direction.



Written by [Annalisa Pesek](#) on April 22, 2022

Published in the May 16, 2022 issue of [the New American](#) magazine. Vol. 38, No. 09

“Goodwill Always Triumphs Over Evil”

Ohio-based parent and grandparent Patti Garibay is also reconsidering her ties to Disney. She described in an e-mail to Fox News Digital that “Walt Disney most often cited his most important lesson as that of ‘goodwill always triumphs over evil.’ Today’s Disney promotes a full spectrum of lifestyles that rarely align with the biblical values of good and evil, which God calls us to.”

Walt Disney famously said, “the most important thing is family,” and undoubtedly he would turn in his grave knowing his company now produces content that robs young children of their innocence.

Florida’s “Freedom” Governor Is Not Finished

The parental-rights bill was just the first step by Governor DeSantis in ridding the state of Florida of atrocities committed by radically left-leaning companies such as Disney. He has refused to back away from the largest “single-site” employer in his state, and lawmakers have taken action against Disney and voted to repeal the 1967 Reedy Creek Improvement Act, which gave the company authority to self-govern across two counties in Florida.

Clearly, DeSantis plans to continue the fight against the progressive Left to save the state, and especially the children. Even as Disney attempts to supplant the will of bipartisan voters, of whom an overwhelming majority supports the new measure, DeSantis is hitting back.

“To inject a lot of these topics into programming for very young children,” he said at a press conference, “I can tell you as a parent of young kids that is not what I want to see them talking about, pushing an agenda, an ideological agenda.” Certainly, DeSantis is not finished improving the free state of Florida. He is fighting the Left with the law, and hitting them where it hurts. By staying true to his word, he is winning.



Written by [Annalisa Pesek](#) on April 22, 2022

Published in the May 16, 2022 issue of [the New American](#) magazine. Vol. 38, No. 09

Subscribe to the New American

Get exclusive digital access to the most informative, non-partisan truthful news source for patriotic Americans!

Discover a refreshing blend of time-honored values, principles and insightful perspectives within the pages of "The New American" magazine. Delve into a world where tradition is the foundation, and exploration knows no bounds.

From politics and finance to foreign affairs, environment, culture, and technology, we bring you an unparalleled array of topics that matter most.



[Subscribe](#)

What's Included?

- 24 Issues Per Year
- Optional Print Edition
- Digital Edition Access
- Exclusive Subscriber Content
- Audio provided for all articles
- Unlimited access to past issues
- Coming Soon! Ad FREE
- 60-Day money back guarantee!
- Cancel anytime.