



Written by [William F. Jasper](#) on July 7, 2015

Big Business Supports War Against Marriage, Family

Two days after the U.S. Supreme Court's revolutionary June 26 decision declaring same-sex marriage to be a "constitutional right," Walmart Corporation led a bevy of corporate sponsors publicly supporting New York City's LGBT Pride parade. As with most events of this type, the parade featured numerous participants, floats, and organizations promoting everything profane, lewd, nude, and crude.



Peter LaBarbera of Americans For Truth About Homosexuality (AFTAH) was there to witness the degenerate corporate-sponsored spectacle. He writes:

New York City's annual homosexual "Pride" parade — sponsored Sunday (June 28, 2015) for the first time at the highest "Platinum" level by Walmart Corporation — featured nudity, lewdness, vulgarity and even a sadomasochism float — subjecting the many young children who either marched in or viewed the parade to behaviors and messages that are highly inappropriate for their age and emotional immaturity.

This AFTAH writer observed most of the parade, which was dominated by major corporate sponsors. One of the bases for the Supreme Court's stunningly radical June 26 ruling creating a "constitutional right" for homosexual "marriage" is that it "safeguards children and families." But in truth homosexual parenting harms kids in a variety of ways. It was precisely homosexual (and pro-"gay") parents who brought impressionable children to observe this highly-sexualized parade glorifying immorality and gender confusion. This is just one example, but a very troubling one, of how "gay parenting" harms children.

(Caution: The [AFTAH story](#) features offensive images, expletives, and graphic descriptions that are not appropriate for children or adolescents.)

True to form, the pro-perversion corporate media sanitized their coverage of the event, following the instructions of homosexual strategists Marshall Kirk and Hunter Madsen to always present the "gay" culture in a positive light and keep "straight" America from seeing the true depravity of the movement. In *After the Ball: How America Will Conquer Its Fear and Hatred of Gays in the 90's*, [Kirk and Madsen](#) warn homosexual leaders and organizers of events not to "draw attention to the gay sex habits that provoke public revulsion." "In the early stages of the campaign," the deviant duo insisted, "the public should not be shocked and repelled by premature exposure to homosexual behavior itself."

{modulepos inner_text_ad}

Hence, TV "news" viewers and newspaper readers will see only stories extolling how the "Pride" parade is promoting "love," "tolerance," "freedom," and "human rights."

Newsweek went all-out with a June 30 story celebrating the homosexual "victory," entitled "The Love Vote: How Corporate America Propelled Same-Sex Marriage." The story's cover graphic (appropriately) featured the traditional communist clenched fist symbol — grasping a rainbow, which the lavender lobby has co-opted, in the same way that they have subverted the meaning of the once respectable word



Written by [William F. Jasper](#) on July 7, 2015

“gay.”

“A little less than four years ago, 70 businesses and professional organizations made a dramatic stand on one of the country’s most divisive social issues,” writes *Newsweek’s* Emily Cadei. “In November 2011, they signed on to a legal brief asking a U.S. appeals court in Massachusetts to overturn the Defense of Marriage Act, the 1996 law that barred the federal government from recognizing gay marriages. Getting the backing of major corporations, including Aetna, Google and Nike, wasn’t easy. The lawyers who wrote the ‘friend of the court’ brief ‘had to work hard to find the right people,’ says Susan Manning, an attorney with one of the firms that helped write that brief.”

The *Newsweek* story continues:

Contrast that with what happened this past spring, when Manning and her colleagues at Morgan Lewis, a law firm with a long list of corporate clients, set out to write a similar brief in *Obergefell v. Hodges*, the case the Supreme Court decided on June 26, which effectively legalized same-sex marriage nationwide. The day the court agreed to take that case, Manning says, she had business leaders calling her up and asking, “Are you guys going to do this? We want to be involved.” She says 379 companies signed that brief, including behemoths of retail (Wal-Mart), finance (JPMorgan Chase) and sports (the New England Patriots).

The Human Rights Campaign (HRC) is one of the top players in the militant homosexual lobby that has been luring, enticing, cajoling, and browbeating corporate executives and boards of directors to join in support of normalizing perversion. The HRC’s [Platinum Partners](#) include:

- American Airlines
- Apple
- Coca-Cola Company
- Microsoft
- Nationwide Insurance
- Northrup Grumman
- Target

HRC’s Corporate [Gold Partners](#) include:

- Bank of America
- Chevron
- Citi
- Lexus
- Prudential

HRC’s Corporate Silver Partners include:

- Cox Enterprises
- Google
- Hyatt
- MGM Resorts
- Nike
- Tylenol

HRC’s Bronze partners include:

- Dell



Written by [William F. Jasper](#) on July 7, 2015

Goldman Sachs
Hershey's
IBM
Macy's Inc.
MetLife
Morgan Stanley
Orbitz
Pepsico
Pfizer
Shell
Starbucks
Whirlpool

The HRC's annual Corporate Equality Index has become one of the politically correct barometers that many of the corporate elite now believe they must score well on — regardless of if it offends millions of their straight customers. The HRC index rates companies on sexual orientation in non-discrimination policy, gender identity in non-discrimination policy, domestic partner health benefits, transgender-inclusive health benefits, organizational competency practices, and public commitment to the LBGT community.

HRC's 2015 [Corporate Equality Index](#) gives 100-percent ratings to 14 of the top 20 *Fortune* magazine-ranked companies. They are:

Chevron Corp.
Apple
General Motors Co.
General Electric Co.
Ford Motor Co.
AT&T
Federal National Mortgage Association (Fannie Mae)
CVS Caremark Corp.
McKesson Corp.
Hewlett-Packard Co.
UnitedHealth Group Inc.
JPMorgan Chase & Co.
Cardinal Health Inc.
IBM

WalMart and Verizon received 90 percent ratings form HRC for 2015.

Pro-Family, Pro-Marriage Pushback

Various Christian, pro-family, pro-marriage organizations are taking note of the corporate betrayal in supporting the homosexuals' attacks on God, family, marriage, and freedom of religion. Just prior to the *Obergefell v. Hodges* Supreme Court ruling, the American Family Association, the Billy Graham Evangelistic Association, the Family Research Council, Samaritan's Purse, and other groups targeted banking giant Wells Fargo for its public and financial support for the homosexual agenda. (See [here](#) and [here](#))



Written by [William F. Jasper](#) on July 7, 2015

Franklin Graham, son of Rev. Billy Graham, explained in a *USA Today* op-ed why he decided to withdraw the assets of the Billy Graham Evangelistic Association from Wells Fargo: “By staying at Wells Fargo,” he [wrote](#), “we would not only be associating with the promotion of a lifestyle we believe to be wrong, we also would actually be helping to pay for the advertisements by virtue of banking with them — because a bank has no money to advertise with other than the money its customers place in its trust and the interest earned on that money. We simply chose not to continue doing business with a bank that is promoting something that violates our conscience and beliefs.”

Unless more Christians practice similar stewardship regarding where they shop and bank, and the businesses they support, the trend toward corporate capitulation to, and promotion of, the homosexual agenda will surely accelerate.

Photo of spectators at the New York City Gay Pride Parade: AP Images

Related article:

[The Queering of America](#)



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.



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.

Subscribe