



Written by [Rebecca Terrell](#) on May 25, 2023

## Target Targets Kids With Obscene Agenda

Bud Light Syndrome has hit the national retail chain Target, with its "Pride Collection," a perversity-promoting line of clothing for children, infants, and toddlers.

Target has new Pride collection. What this corporation is doing is far worse than anything Bud Light did. They are targeting children and selling chest binders and "tuck-friendly" bathing suits for children.

[pic.twitter.com/1koW3N6mkZ](https://pic.twitter.com/1koW3N6mkZ)

— I Meme Therefore I Am ☐☐  
(@ImMeme0) [May 16, 2023](#)



Mike Mozart/Wikimedia Commons

Target hired a self-identified satanist to design the "pride line" under the Abprallen label. Earlier this month the artist, Erik Carnell, announced the agreement with Target on [Instagram](#), where he showcases some of his designs that feature images of pentagrams, horned skulls, and other demonic graphics. He acknowledged that his merchandise infuriates people and gloated that it made him feel "quite the celebrity" to be featured by Target.

The backlash has been swift across social media, with messages such as this tweet from conservative podcaster Liz Wheeler, who wrote, "I will never shop at Target. They are targeting our children. Chest binders? Tucking underwear? Evil, pure evil. We cannot allow businesses that mutilate & destroy children to survive. Bud Light them."

I will never, ever shop at Target.

They are targeting our children.

Chest binders? Tucking underwear?

Evil, pure evil.

We cannot allow businesses that mutilate & destroy children to survive.

Bud Light them.

— Liz Wheeler (@Liz\_Wheeler) [May 17, 2023](#)

In response, Target is removing *some* of its perverse merchandise. [Reuters](#) reported that the company made the decision in the interest of employee safety, claiming that some have received threats. A Target spokesman said they are removing Abprallen-brand products from all U.S. stores and from the



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website. Other Pride Collection merchandise is under review, and some locations are choosing to move their stock to less visible areas inside stores.

Meanwhile, California's Democratic Governor Gavin Newsom has incredibly accused Target's CEO, Brian Cornell, of *selling out* homosexuals to mainstream Americans, whom he labels "extremists." He accuses us of conducting a "systematic attack on the gay community," and illogically warns blacks, Asians, Jews, and women, "You're next."

CEO of Target Brian Cornell selling out the LGBTQ+ community to extremists is a real profile in courage.

This isn't just a couple stores in the South. There is a systematic attack on the gay community happening across the country.

Wake up America.

This doesn't stop here.... <https://t.co/1vRgukaT0g>

— Gavin Newsom (@GavinNewsom) [May 24, 2023](#)

Perhaps it is Target Corporation that should wake up, instead. The company earned an unenviable [position](#) on the Human Rights Campaign Foundation's "Best Places to Work for LGBTQ+ Equality" in 2022.

Turns out, that's not a great designation in terms of marketing. The foundation also gave Bud Light parent company Anheuser-Busch a top rating last year on its [Corporate Equality Index](#), but the brewer lost that designation this month for what the Human Rights Campaign called "caving to political pressure" and failing to "stand in solidarity" with Bud Light advertising cross-dresser Dylan Mulvaney.



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