



Written by [Selwyn Duke](#) on June 25, 2024

Woke LEGO: Toy Company Offers Drag Queens and Furies for “Pride” Month

“With LEGO you can build buses and houses and bridges and helicopters — even the new safety rail on the Sunnydale Bridge,” went a 1973 TV commercial for the popular building blocks. Fast-forward a half century, and the appeals are a bit different. To wit:

“These dazzling minifigures are ready for Pride with their very own spectacular Pride celebration!” LEGO stated on its social-media accounts last week.

This celebration, do note, features drag queens and “furries,” among other deviant identities. This isn’t the first time LEGO has encouraged sexual devolutionary behavior, either.

Two years ago the toy maker ran [a commercial titled](#) “The A-Z of Awesome” in which a man masquerading as a woman proudly stated, “What I built here was a transgender garden, so all these different aspects of gender have their place in that garden.”

Whether there was a clever snake in that garden was not reported.

Breitbart [tells us](#) about LEGO’s current sexual devolutionary campaign, describing the company’s recent commercial:

LEGO’s minifigure parade features a disturbingly large number of furries, which are people who become sexually aroused by dressing up as animals. Most of the furries in the video are costumed as bears, though at least one is dressed as an elephant.

Furries are sometimes referred to as “furverts,” mainly in the U.K.

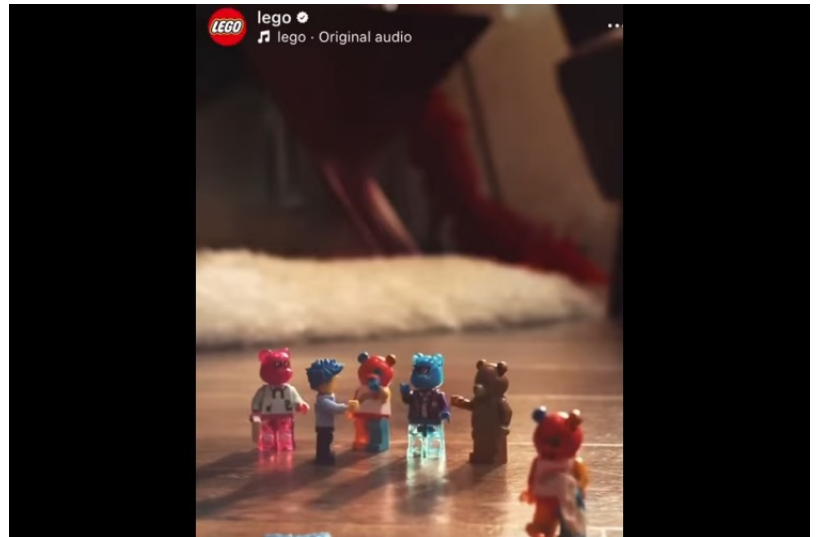
The parade also features drag queens, a Village People-style cowboy, and what appears to be a go-go dancer. Other figures making an appearance are the rainbow-colored cast of LEGO’s “Everything is Awesome” gay-pride set for kids.

LEGO’s parade culminates with the toys hopping aboard a Roomba that morphs into a gay pride float .

According to [USA Today](#), LEGO unveiled its first “LGBTQ-themed set” in 2021, calling it “Everyone is Awesome.” The set included “11 monochrome figures, each with its own hairstyle and rainbow color.”

Yet some observers note that LEGO’s “Pride” portrayal doesn’t exactly display all the “awesomeness.” For example, “Funny how their ad has them in clothes and not dancing nude in front of kids, like in San Francisco’s pride parades,” wrote a top YouTube commenter under the above video.

“If people are supposed to be okay with having their kids taught this stuff in school at early ages, why



YouTube



Written by [Selwyn Duke](#) on June 25, 2024

not show what pride events are really like?" he continued. "Guess Lego as a company don't consider real 'pride' as PG.... wonder why?!"

In reality, perhaps sensing shifting winds — there has recently been pushback against the sexual devolutionary agenda — LEGO's current commercial is tame compared to past efforts. For it just portrays animated toy figures playing, set to music. This is a far cry from the aforementioned older commercial (below), which included testimonials from a MUSS (Made-up Sexual Status, aka "transgender") individual and other sexual devolutionaries.

Regardless, many observers are struck by how inappropriate such material is for children (and adults, too, actually), and many suspect a nefarious agenda.

For instance, after one YouTube commenter asked why drag queens don't read to the elderly, another responded that it was a good question. It's always about "putting shows on for kids at libraries or schools," he stated, "but never senior citizen homes, hospitals, or similar facilities."

Expressing the same concerns a few weeks ago, famed clinical psychologist Jordan Peterson said that "Pride Month" entails a "dangerous lie" and has "real monsters hovering on the edges." As The Daily Wire reports:

"I'm just done with it. I don't like the flag. I think it's a piece of idiocy. I don't understand why it changes every bloody week. I don't know who makes those decisions," Peterson said. "I don't like the acronym and all the mystery surrounding it. I don't like the fact that the LGBT agenda, whatever that is, increasingly dominates the school system. I don't like the fact that it's targeted at young people."

There's "plenty of monsters coming out to play now," Peterson warned, referencing sexual devolutionaries who'll give kids puberty blockers and mutilate them surgically with the vain promise they can switch sexes.

Peterson also took issues with the "Pride" label itself. "You should be very careful what you name things, and 'pride' is not a virtue," he said.

"Pride is a cardinal sin, and there's a reason for that," he elaborated. "Pride means something like stubborn refusal to change when evidence of error is accruing, and it's not a good thing" (video below).

In addition, Peterson mentioned what drives the sexual devolutionaries, at least in part. "There's a real tinge of narcissism, sexual narcissism, about the whole pride spectacle," he stated. "Do people have the right to express their sexuality the way they see fit? To some degree ... but generally among human beings with any degree of civilized comportment whatsoever, it's a pretty damn private affair."

"It's also the case that identities based on something as narrow as sexual desire, let's say, aren't identities at all," he added. "They're pronouncements of subjection to instinctual whim."

And by kowtowing to our darker instincts, it's striking how low we've sunk. Just consider the following 1955 LEGO commercial.

The ads were still equally innocent almost two decades later (example below).

Ditto for the below 1985 effort.

What has happened since then? Moral decay happened. Or, to echo Peterson, we released the monsters from the closet in the name of "liberation." And Hell followed with them.



Written by [Selwyn Duke](#) on June 25, 2024

We must rediscover virtue and knowledge of what closets are for — and again fill them, zealously, with the monsters' dark and demonic toys.



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](#)