



Why Is Wal-Mart Promoting Homosexuality?

Millions of American families shop at Wal-Mart, which until now had a pro-family reputation. But recent events indicate that the company has chosen sides in the culture war, and is promoting homosexuality, including groups that favor “gay marriage.”

If this trend continues, employees who believe in God, marriage and traditional morality eventually will face discrimination. Wal-Mart suppliers owned by people who hold traditional values will face loss of contracts if they don’t endorse immoral behavior.

This is very serious, and Wal-Mart needs to know that a growing number of people are viewing it as hostile to people of faith.

On August 21, 2006 the “National Gay & Lesbian Chamber of Commerce,” NGLCC, announced it was partnering with Wal-Mart.

- “Bob McAdam, vice president of corporate affairs with Wal-Mart, told Cybercast News Service that the world’s largest retail company joined the NGLCC “just like we joined a number of other groups representing all parts of the spectrum of our customers.” Do Christian-owned businesses get a break? Not that we know of.
- “In an unprecedented push, Wal-Mart Stores has hired a gay-marketing shop, joined the National Gay & Lesbian Chamber of Commerce and begun discussions with activist groups about extending domestic-partnership benefits to its employees.” *Advertising Age*, August 24, 2006.
- “The expectation is that Wal-Mart will encourage their core suppliers – the P&G’s, the Johnson & Johnson’s and the Gillette’s – to also diversify their revenue streams to include LGBT businesses.” Justin Nelson, NGLCC president, *Advertising Age*, August 24, 2006.
- “As a part of the agreement, Wal-Mart will pay \$25,000 to NGLCC and has agreed to sponsor two of NGLCC’s annual conferences.” Cybercast News Service, August 29, 2006.
- “No longer is just marketing to the LGBT segment enough. No longer is having a corporate nondiscrimination policy that includes sexual orientation enough. If a company is truly committed to being a good corporate citizen in the LGBT space as they are with other diverse communities, then they need to buy back and invest in LGBT community-owned businesses.” NGLCC release, August 22, 2006.
- As a current (and perhaps future) Wal-Mart shopper, I urge the company to reverse course and to stop promoting homosexuality. It is not compassionate to promote something that is wrong, unhealthy and bad for individuals, families and communities.