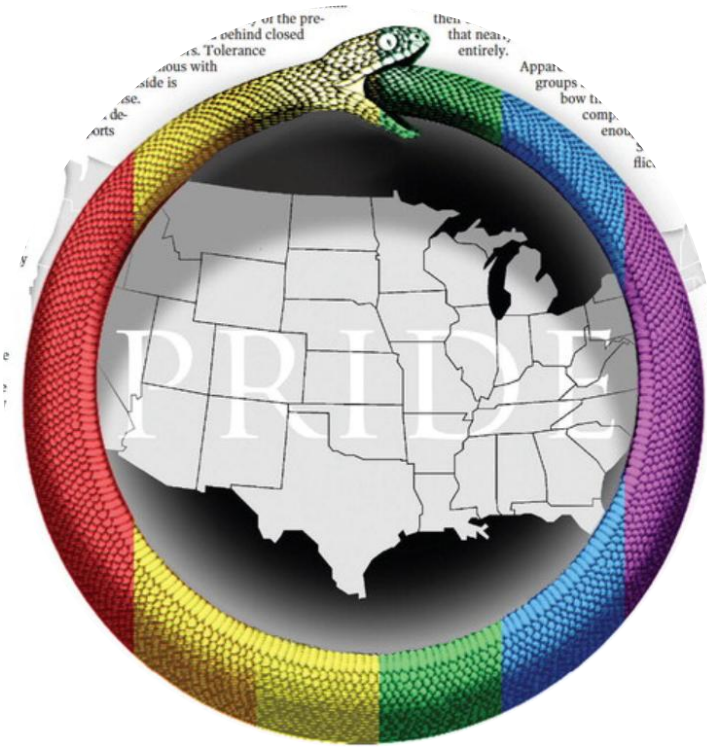


‘Pride’ overload

Veterans and parents each get one day; LGBTQ gets 30

[Washington Times](#), By Dana Loesch, June 4, 2026

In case you were unaware of the recent rainbow marketing overload, it is **“Pride” month, the month where the sin of pride is celebrated as a positive.** Plainly, we devote an entire month to affirming how people choose to have intercourse. Not a day, but a month. Veterans get a day. Fallen warfighters get a day. Mothers and fathers each get a day. The birthday of this republic is a single day.



Yet people who choose to be intimate with people of their same sex, who represent barely 2% of the entire American population, get an entire month.

Apparently, how one gets it on is more sacred than any of the previously mentioned things. What one previously did behind closed doors now requires affirmation with open doors. Tolerance — which was always meant to be synonymous with acceptance — is out, and cheering bedside is in. Everyone must be part of it, or else.

The cultural climate over the past decade has mandated that brands, sports teams, businesses, et al., fall all over themselves and publicly declare acceptance of how private individuals conduct themselves in private, romantic situations. It has become positively ridiculous.

There was the Marks and Spencer gay pride sandwich, the Listerine gay pride mouthwash, the Vaseline gay pride lip tin, and the gay pride dog water bottle. Are you really gay if you are not eating a gay sandwich? Can you be truly gay if you are discovered using boring, hetero mouthwash?

Major League Baseball made its celebratory sexclamation earlier, as did USA Hockey, football teams, soccer teams and basketball teams — as if we are supposed to see it all in action the next time we are at the ballpark, stadium or pitch.

“Sesame Street” posted its gay pride affirmation (can’t leave out the children), along with Hartsfield-Jackson Atlanta International Airport and golf clubs (nothing from LIV Golf, however, or any Arab division of any American company, notably).

Even “Call of Duty” got in on the rainbow washing a couple of years ago by offering glittery, rainbow-themed weapon skins, rainbow calling cards and a convenient glitch that added transgender flag colors to certain ammunition (absolutely unironic, smack in the middle of multiple transgender school shootings).

The corporate signaling is treated like lamb’s blood on the doorposts: Publicly post something supportive about how specific people have intercourse, and the rage mob will not kill your brand in the name of “inclusivity.”

Yet despite all this obsequious effort from companies, the Alphabet Army remained angry and unhappy. The businesses were doing it only to cash in on “Pride” month, they complained. The audacity of them, doing what they were bullied into doing! For changing product packaging to satisfy only a micro-percent of the consumer population! The complaint became the hot new social contagion, with various Alphabetters furiously typing up blogs, Facebook, Instagram and X posts shaming the same companies they previously refused to acknowledge for failing to acknowledge them.

Drama is a beast that is never satisfied.

As a result of the backlash, confused brands began scaling back their support. Last year, a survey of corporations revealed that nearly 40% planned to reduce, if not eliminate, support entirely. Apparently, giving oodles of cash to Alphabet groups and debasing themselves with rainbow theming and the sexing up of their completely asexual products was not enough effort to make them “allies.” Still, it seems the biggest conflict is not an America that is unwilling and uninterested in being forced participants in the bedroom cheering section. It is the “T” in LGBT.

Transgender activists ironically pressed their inclusion into the Alphabet Army, creating a tense, barely united coalition, not helped by the growing number of transgender mass killers and transgender bullying of gays and lesbians. Within the past few years, seven mass casualty incidents perpetrated by transgender activists have killed around 30 innocents.

Three of these incidents were at schools, two of which are Christian. None of the victims gets a day, much less than a month. The militant Alphabet Army needs members of its own coalition to be better “allies.” Meanwhile, outlets such as the San Francisco

Chronicle claim that there exists an “open hostility to gay rights” within the United States, which is “creating an anxious environment for fans traveling to attend World Cup matches.” Really?

In 2022, the World Cup was hosted by Qatar, where homosexuality is minimally punishable by seven years in prison, and it does not even have a “Pride” month.

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