

## JC PENNEY ADVERTISEMENT AND GAY COUPLE



J.C. Penney, known for being a major retailer, has recently released an advertisement designed for the upcoming Father's Day celebration, in which a gay couple from the state of Texas, as well as their children, is featured in the advertisement. While many are in support of the advertisement, including the retailer itself, a national conservative organization was not so happy about it and instead, expressed anger over the advertisement. While there was some anger, the couple says that they have received tons of feedback from people all around the country and that most of the feedback received was nothing but positive news. The advertisement is featured in print for the June catalog, which is available in the Texas area. The advertisement displayed a homosexual couple, Cooper Smith and his partner, Todd Koch, with their children, 3 year old Mason and 3 year old Claire. The tagline for the advertisement is catchy, talking about how dad can do a number of things, like help put up a tent, fix a bike, give plenty of hugs and that what makes one dad better is having two dads. Most people see no harm in the advertisement, including J.C. Penney, as they have always been known to use diverse people for their advertising campaigns because that is something they believe in. Along with the Father's Day advertisement that features two dads and their children, the Mother's Day advertisement featured the same, a lesbian couple with children. Ellen DeGeneres also happens to be the spokeswoman for J.C. Penney television commercials and as most people know already, DeGeneres is an openly lesbian woman with a female partner of her own. The company admits that there have been people who claim that their advertisements are disgusting and not natural but they think that people being gay is something that is natural, it is nothing new. The company thinks there is nothing wrong with it and they do not mind openly displaying that on their advertisements. In fact, DeGeneres had to deal with criticism from the One Million Moms group because they did not approve of her being hired for the television commercials for J.C. Penney. They decided to boycott her hiring but nothing came of it. Members of the group are urging others to boycott the store and stop looking at their catalogs but for the most part, people think that is simply ridiculous. The group members say that the company promotes sin but J.C. Penney feels otherwise and even though their advertisements may be controversial to some, they will continue with the campaigns that they feel are meaningful and work well, whether or not it upset people who cannot get over the fact that there are gay people on this planet.

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