

Do you know?

The UN and the World Economic Forum (WEF) via political activists, are bullying businesses like yours to comply with the LGBTQ+ agenda through the Environment Social Governance (ESG) and Diversity Equity & Inclusion (DEI) schemes, which promote climate change propaganda, hiring immigrants over Canadian citizens, and hiring individuals based on their gender identity or disabilities rather than merit or employee performance. Both ESG and DEI are anti-business and discriminatory against people who are truly qualified yet fall outside these subjective criteria.

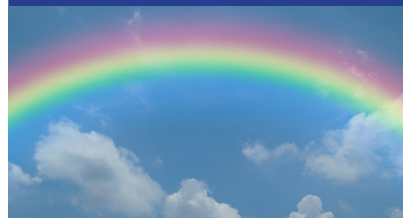
This agenda was accelerated during the COVID-19 “pandemic” where small and medium businesses were closed, yet big box stores — since they are more easily controlled than a myriad of independent businesses — were allowed to remain open. **Never forget that the same entities who required you to comply with totalitarian mandates during COVID-19 are now asking you to comply with ESG, DEI and LGBTQ+ agendas.**

Please consider all of these implications before applying for or accepting any government grants or financial incentives that are conditional upon your compliance to this globalist agenda.

If you support the ESG and DEI schemes you are indicating your allegiance to this global agenda.

The True Meaning of the Rainbow

Genesis 9:12-16
New Living Translation



And God said, “I am giving you a sign of my covenant with you and with all living creatures, for all generations to come. I have placed my rainbow in the clouds. It is the sign of my covenant with you and with all the earth. When I send clouds over the earth, the rainbow will appear in the clouds, and I will remember my covenant with you and with all living creatures. Never again will the floodwaters destroy all life. When I see the rainbow in the clouds, I will remember the eternal covenant between God and every living creature on earth.”

In Conclusion...

The once earnest support of the gay and lesbian community has mutated into an ideological demonization of heteronormativity disguised as “Social Justice”, at the expense of the gay and lesbian community and disrupting the reality of femininity and masculinity, deconstructing the concept of family, attacking parental rights, and sexualizing our children.

The old adage “the squeaky wheel gets the grease” has given a loud voice to the LGBTQ+ political activists to fraudulently attack the unique creation, value and beauty of womanhood and emasculate the unique creation and strengths of manhood.

It is vital that the voice of common sense and objective reality prevail.

The harms of this agenda are well-known to many, including your customers who will vote with their wallets. It is time for everyone who blindly supported the political agenda of the LGBTQ+ and their globalist partners — albeit possibly with good intentions — to do their research. It is time to stop capitulating to their bullying demands. It is NOT a Human Rights violation to NOT display a pride symbol!

Now that you know more about this symbol of division, do you still want to display a pride symbol in your business?

What you can do:

- Resist the bullying to display a pride symbol.
- Educate yourself and others on this issue.
- Be courageous to resist this weaponization of empathy.
- Be considerate of all your customers by being politically neutral.



View the following **A4C** resource page to help educate you further on how you can protect your business:
action4canada.com/business-resources

ACTION4 CANADA
Protecting Faith, Family and Freedom

DO YOU KNOW WHO CREATED THE PRIDE FLAG AND WHAT YOU ARE ALIGNING WITH?

Before you display a pride flag, it is important that you know **who** and **what** you are supporting.



Flags are designed to symbolize presence, power and subjugation. For example, in 1945, during the Battle for Iwo Jima, US marines planted the American flag on the crest of Mount Suribachi to represent political conquest.

The pride flag, and all its iterations, is a symbol used to represent **LGBTQ+ ‘political’ activism** which is based on unscientific and marxist ideologies. It promotes segregation, discrimination, inequality, provocation and discontent as a method to deconstruct the family and break down societal norms.

The flag is offensive to the vast majority of Canadians — your customers — including people in the LGBTQ+ community, who see how destructive this movement has become and are now distancing themselves from it.

Overall, support for this activism is waning. Giving special rights to any one group is a Charter of Rights violation:

“Every individual is equal before and under the law and has the right to the equal protection and equal benefit of the law without discrimination”
- Section 15(1) of the Charter of Rights and Freedoms

If you display a pride symbol, you are indicating your allegiance to the political LGBTQ+ activist’s agenda to break down societal norms.

Do you know?

In 1978, artist Gilbert Baker was asked by gay political activist Harvey Milk, to create a symbol for the LGBTQ+ community. He created the original pride flag because he saw a flag as a power symbol:

“That’s what flags are for. Flags are about proclaiming power... that visibility is key to our success and to our justice.”

The creators of the pride/trans flags have nefarious proclivities and deviant sexual fetishes - such as a fixation on castrating children. For example, the creator of the trans flag, Robert Hogge, forced his wife to participate in his fetishistic crossdressing and wrote ‘forced feminisation’ (a porn genre) stories, including one about young girls who never age.

If you display a pride symbol, you are indicating your allegiance with this deviant ideology.

Do you know?

There is only one day set aside to celebrate Canada Day and one day for commemorating our brave veterans, but a whole “season” to recognise a **highly political special interest group**, whose pride parades have become a platform for public debauchery, nudity and lewd adult performances in front of children. These parades violate the Criminal Code of Canada regarding nudity and indecent exposure: (Section 174(1)(a) and Section 173(2)(a)(b)).



If you display a pride symbol, you are indicating your allegiance in support of public indecency and child endangerment.

Do you know?



On December 8, 2021, Bill C-4 (<https://www.parl.ca/DocumentViewer/en/44-1/bill/c-4/royal-assent>) came into effect making it illegal for parents, therapists, and clergy to provide non-affirming support for an individual's "gender dysphoria". Any government that dictates what an individual can or cannot do is totalitarian.

It is a fact that "gender dysphoric" individuals often have underlying comorbidities such as self-abuse (cutting, eating disorders), sexual abuse, depression, ADHD or autism. The radical LGBTQ+ movement is exploiting these individuals by denying them supportive counselling, in a safe and healthy environment, to discover the root cause. Parents are vilified - some in Ontario and British Columbia have even had their custody rights removed by the government - and psychologists have lost their licenses to practice. The repercussions of this Bill are devastating to individuals, families and society as a whole.

If you display a pride symbol, you are indicating your allegiance with the government in the criminalization of protective parenting and mental health counselling.

Do you know?



In alignment with a United Nations Human Rights Council's (UNHRC) edict, Prime Minister Justin Trudeau lowered the age of anal sex from 18 to 16. The degree of this sexual depravity has no limit, opening the door to normalising paedophilia, incest, and bestiality.

Also, the UNHRC mandated an amendment to the Canadian Human Rights Act, both federally and provincially, to add 'Gender Identity and Gender Expression' to the list of prohibited grounds for discrimination. This amendment, Bill C-16 (a.k.a. the bathroom bill), allows males into female washrooms, change rooms, prisons, athletics and shelters. Consider the sacrifice of female athletes losing well-earned scholarships to physically stronger biological males, and also the risks and trauma for females of all ages in bathrooms, shelters and prisons since the fact is that the majority of "transgender women" have fully functioning male genitalia.

If you display a pride symbol, you are indicating your allegiance with the normalization of sexual deviancy and the elimination of female-only spaces.

Do you know?

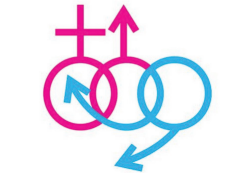


The amendment to the Human Rights Act laid the foundation to implement the UN's Comprehensive Sexuality Education (CSE) in schools (a.k.a. SOGI123 / Wymne Sex Ed / Beyond the Basics). The LGBTQ+ activists are **lobbying government** to advance the ideologically-driven CSE agenda. CSE is a program that "seeks to change sexual and gender norms in children" by teaching children age 0-4 about masturbation, age 4-6 about same sex relationships, age 9 about aphrodisiacs, age 15 about abortion, etc. This is not a harmless agenda. CSE is a Trojan horse brought into schools under the guise of inclusivity, anti-bullying and human rights but it instead indoctrinates and sexualizes children at the earliest age possible through deceptive and unscientific ideologies.

CSE has created a social contagion. Historically "trans-ideation" affected 0.01% of the population, mostly boys. 80% - 95% of children will accept, if not dissuaded, their biological sex by late adolescence (a small percentage will identify as gay). However, in 2018 there was a reported 4,515% increase in girls identifying as boys!

If you display a pride symbol, you are indicating your allegiance with the early sexualization of children, confusing them and contributing to this destructive social contagion.

Do you know?



On March 4, 2024 the World Professional Association of Transgender Health (WPATH) — the organization most cited regarding "gender affirming care" — was exposed as fraudulent. <https://environmentalprogress.org/big-news/wpath-files>

It was also reported by Reduux that WPATH collaborates with castration and child abuse fetishist forums and is associated with the Eunuch Archives which hosts over 3,000 pieces of fictional child pornography that details the rape, torture, (some raped by doctors, some castrated by force as part of a sadistic sexual torture ritual) and killing of children.

- <https://action4canada.com/wp-content/uploads/Top-Trans-Medical-Association-Collaborated-With-CastrationChild-Abuse-Fetishists-Reduux.html>

- <https://genevievegluck.substack.com/p/academics-behind-fetish-site-hosting>

If you display a pride symbol, you are indicating your allegiance with the WPATH's "standard of care" created by these debauched entities who are behind this radical agenda.

Do you know?



The "standard of care" currently being used in Canada has also been debunked by the British CAS5 Report. (<https://cass.independent-review.uk/home/publications/final-report/>)

For instance, there is no data which shows that the use of puberty blockers for "gender dysphoric" children is safe but rather that it permanently damages and sterilizes children. You cannot "pause" puberty without causing irreversible side effects. Also, invasive surgery that removes perfectly healthy body parts — breasts and genitalia — results in life-changing and permanent body mutilation. Even "social transitioning" — the use of pronouns, name change and cross-sex dressing — is not a neutral act since the majority of these individuals will move forward with more permanent medical procedures. This is government-sanctioned child abuse that leads to lifelong submission to expensive, dangerous chemical and surgical impersonation of the opposite sex.

If you display a pride symbol, you are indicating your allegiance with the physical mutilation of healthy individuals by radical activists.

Do you know?



LGBTQ+ activists promote victimhood in order to manipulate society. You may have heard that kids who struggle with "gender identity" are at an increased risk of suicide and need our support to feel accepted.

The fact is there is a 20 times greater rate of suicide AFTER sex reassignment surgery!

Transgender regret, experienced within 2 to 10 years, is skyrocketing as individuals realize they were deceived into following this path. An ever-growing number of detractors worldwide, who have been left with lifelong physical and psychological scars and disabilities, are now suing those who pushed this agenda.

If you display a pride symbol, you are indicating your allegiance with a movement that has caused immeasurable and irreparable harm to a multitude of individuals.