# Jon Stewart Criticizes Corporate Exploitation of Pride Month for Profit



**Jon Stewart Criticizes Corporate Exploitation During Pride Month**

Jon Stewart addressed the issue of corporate exploitation during Pride Month on the June 10, 2024, episode of "The Daily Show." Stewart criticized companies for commercializing the long struggle for LGBTQ+ acceptance and equality to boost their profits.

He highlighted examples such as Burger King's "Pride Whopper" with "two bottom buns" and Skittles' grayscale packaging with the slogan "Only one rainbow matters during Pride." Stewart also mentioned Target’s decision to let stores choose whether to carry Pride merchandise, following a backlash in 2023.

Stewart argued that corporations feign support for social causes like LGBTQ+ rights and the Black Lives Matter movement solely to enhance shareholder value. He suggested that a corporation's primary concern is profit, not social advocacy.

In a broader critique, Stewart questioned why the public invests in assessing whether corporations genuinely uphold moral values, emphasizing that corporate actions are always profit-driven.