



State Farm Taps Out

Shortly after announcing plans to introduce impermissible material to young children in Florida's public schools, State Farm has now [abandoned](#) these plans.

As recently reported by [The New American](#), a recent email from a whistleblower revealed State Farm's partnership with the GenderCool Project and the company's intent to distribute/donate LGBTQ-themed books to local schools and public libraries, and to target children as young as five years old.

Shortly after the email's release, [Victor Terry](#), chief diversity officer and vice president of public affairs, announced State Farm's decision to cancel its work with [GenderCool](#). According to [Terry](#):



Elad Hakim

State Farm's support of a philanthropic program, GenderCool, has been the subject of news and customer inquiries. This program that included books about gender identity was intended to promote inclusivity. We will no longer support that program.

Conversations about gender and identity should happen at home with parents. We don't support required curriculum in schools on this topic. We support organizations providing resources for parents to have these conversations.

Terry's decision to bow out was the right one for several reasons. First, efforts to introduce such books appear to run afoul of Florida's [Parental Rights in Education](#) bill and [CB/HB 1467](#). Moreover, content of this nature has no place in public schools, which serves no purpose other than to indoctrinate and sexualize young children.

While the true motivation for the company's decision is not known, it is reasonable to assume that State Farm was concerned with the possible legal ramifications stemming from Florida's newly signed laws protecting students and parents. Given the pushback against such efforts, the potential harmful effects on young children, and the Democrats' efforts to indoctrinate America's youth, State Farm's decision was the right one.

At the end of the day, such discussions should occur at home if, and when, parents decide to have them with their children. For now, State Farm has seemingly realized the error of its ways and has backed off. Given that the governor of Florida strongly supports parental rights and feverishly opposes efforts to groom and indoctrinate children, State Farm's decision to abandon this program was likely in the company's best interest. Just ask Disney!



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