



Written by [C. Mitchell Shaw](#) on January 11, 2022

NASCAR Goes All-in for LGBTQ+ in “Partnership” With Carolinas LGBT+ Chamber of Commerce

The last few years have seen the spirit of wokeness possess one American institution after another, but no example seems as strange as that of NASCAR. Long seen as an activity attracting “good ol’ boys,” NASCAR — based out of Charlotte, North Carolina — has now announced a “partnership” with the Carolinas LGBT+ Chamber of Commerce.

NASCAR — which recently expressed a desire to avoid the political fray — announced the “partnership” in a tweet last week that included a link to the official announcement. The tweet included the NASCAR logo in the now-familiar rainbow colors that represent the LGBTQ+ ideology and lobby.



AP Images

That announcement began:

Carolinas LGBT+ Chamber of Commerce, one of the largest LGBT Chambers within the region pushing for equitable change within the workplace and marketplace, announced Wednesday that NASCAR will become the organization’s Diversity, Equity & Inclusion partner for the 2022 term. This is the first time NASCAR has partnered with an LGBT Chamber of Commerce.

The announcement goes on to explain the scope of the Diversity, Equity & Inclusion (DE&I) partnership, saying:

The Chamber’s annual DE&I partnership funds and supports all of its training and programming in diversity, equity and inclusion, and it allows the organization to have a more expansive reach throughout the region.

So much for staying apolitical on this issue. By “partnering” with the Carolinas LGBT+ Chamber of Commerce, NASCAR will be pouring money and “good ol’ boy” clout into the immoral agenda of the LGBTQ+ lobby. Late last year, NASCAR President Steve Phelps [told reporters](#) that the organization does “not want to associate ourselves with politics, the left or the right.”

Phelps’ comments came after he was asked about the phrase “Let’s Go Brandon” at this year’s “State of the Sport” event. The “Let’s go Brandon” phenomenon stems from an interview last year in which an NBC Sports reporter [insisted](#) that NASCAR fans were chanting “Let’s go Brandon” for NASCAR driver Brandon Brown, whom she interviewed after his victory in Talladega, Alabama. The crowd was actually



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chanting, “F**k Joe Biden!”

The NASCAR Twitter thread is a bit underwhelming, with more comments about the comments than about the announcement itself. What comments there are seem to fit neatly into two categories: The first is from the pro-LGBTQ+ crowd — who are not typically known for being big fans of stock-car racing but seem to have chimed in to show their support for a sport they know little or nothing about merely because of the LGBTQ+ angle; the second are actual fans of stock-car racing who are disappointed in NASCAR’s advocacy of sexual deviancy and confusion.

One user, tweeting under the handle “loose on exit” tweeted, “NASCAR continues to pander to people that don’t watch or care about the sport and alienate those who do.” And “huskerfan38” tweeted, “What the hell is NASCAR becoming this is a joke. Let’s go Brandon.”

In fact, this writer lost count of the “Let’s go Brandon” references in the thread. It appears that NASCAR’s true fan base is unhappy with this new “partnership.” But this would not be the first time a major sports organization willingly rubbed its base raw in an effort to garner golden stars and smiley faces from the Rainbow Coalition. And — to put in the for-what-it’s-worth column — the LGBTQ+ crowd seems, well, tickled pink about the “partnership.” As the announcement states:

“NASCAR has a rich history in our region and continues to be one of the most popular sports in the nation,” said Tiffany Keaton, the vice chair of the Carolinas LGBT+ Chamber of Commerce. “The intentionality of their partnership will allow the Carolinas LGBT+ Chamber to leverage relationships and increase our work in the area of diversity, equity and inclusion. The distinct brand that NASCAR brings to the chamber validates their commitment to equality and non-discrimination both on and off the track. It is an honor to name the league our ‘DE&I Partner’ for 2022, and I look forward to developing this amazing relationship.”

That an agenda is at work here is made perfectly clear toward the end of the announcement:

The Carolinas LGBT+ Chamber of Commerce’s work to support change and growth helps strengthen organizations large and small — and the Carolinas region as a whole. Promoting DE&I training and education programming is a critical component of that change and progress for NASCAR and the communities in which it operates.

That NASCAR openly boasts of spreading an ideology of sexual confusion in “the communities in which it operates” should be enough to cause NASCAR fans to transfer their loyalty elsewhere. After all, there should be a difference between stock-car racing and “drag” racing.

And NASCAR’s vice president of diversity and inclusion — who has the misfortune to be named Brandon Thompson — said, “NASCAR is excited to partner with the Carolinas LGBT+ Chamber of Commerce,” adding, “With NASCAR offices and much of our industry based in the Carolinas, we look forward to working with CLGBTCC in support of its mission to foster equity, inclusion and economic prosperity for the LGBTQ community.”



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