



BUILDING AMERICA'S FUTURE

**TO:** Interested Parties  
**FROM:** Building America's Future  
**SUBJECT:** Pride Watch: How Big Retail Secretly Targets Children with LGBTQ+ Merchandise  
**DATE:** June 5, 2025

## BACKGROUND

Many of America's largest retailers – Target, Walmart, Lowes – have made public shows of moving away from diversity and inclusion (DEI) to conform with new consumer sentiments after the LGBTQ movement went too far in the minds of American voters and consumers. Retailers believe that they can announce a rollback of DEI policies to win back customers who opposed sexualizing products that were advertised to children.

Despite the rhetoric and press reports, America's largest retailers are still marketing and advertising sexualized LGBTQ products directly to children. These stores are attempting to convince customers that they are abandoning the transgender agenda.

The following examples demonstrate that promises to abandon the trans agenda were just cynical attempts to assuage the fears of parents. In reality, these major retailers are still profiting from sexual products that are being sold to children.

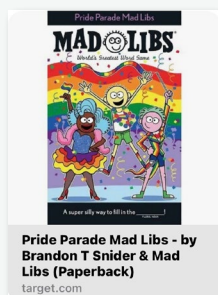
### ***Retailers Are Selling Pro-Pride and Pro-Trans Books Aimed at Young Children***

Some of the nation's biggest retailers are selling books that are aimed at the youngest children while advancing pro-Pride and pro-trans ideologies. My Little Golden Book about Pride, for example, follows in the legacy of Little Golden Books in targeting an audience of 2 to 5 years of age but veers into "the history of Pride and the rainbow flag."



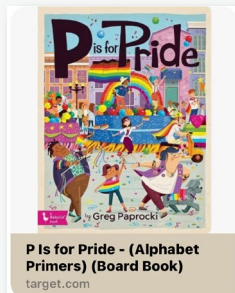
("My Little Golden Book About Pride - By Kyle Lukoff (Hardcover)," [Target](#), Accessed 5/19/25)

Pride Parade Mad Libs uses the series' fill-in-the-blank format to tell stories "all about the excitement of Pride, the history of Stonewall, and embracing being LGBTQIA+."

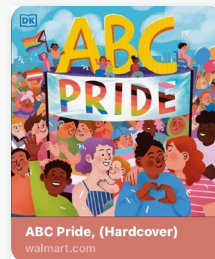


("Pride Parade Mad Libs - By Brandon T Snider & Mad Libs (Paperback)," [Target](#), Accessed 5/19/25)

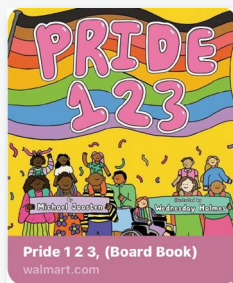
A swath of Pride-focused books presents the concept of Pride to children who are just being introduced to the concept of colors, numbers, and letters. P Is for Pride seeks to “introduce toddlers to the alphabet by pairing each letter with a word associated with the LGBTQ+ community and supporters.” ABC Pride explains “gender, identity, and ability to young children, while introducing and supporting diverse family units.” Pride 123 “introduces young readers to the concept of counting while celebrating the LGBTQIA+ community,” and Pride Colors uses “gentle rhymes and colorful photographs of adorable children” to sell the message that “you are free to be whoever you choose to be.”



“P Is For Pride - (Alphabet Primers) (Board Book),” [Target](#), Accessed 5/19/25)



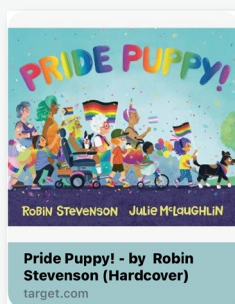
“ABC Pride, (Hardcover),” [Walmart](#), Accessed 5/19/25)



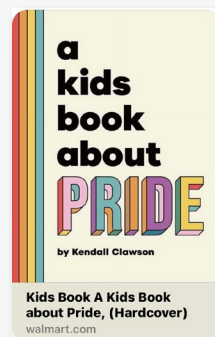
“Pride 1 2 3, (Board Book),” [Walmart](#), Accessed 5/19/25)



“Pride Colors (Board Book),” [Walmart](#), Accessed 5/19/25)

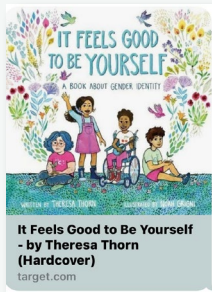


“Pride Puppy! - By Robin Stevenson,” [Target](#), Accessed 5/19/25)



“Kids Book A Kids Book About Pride, (Hardcover),” [Walmart](#), Accessed 5/19/25)

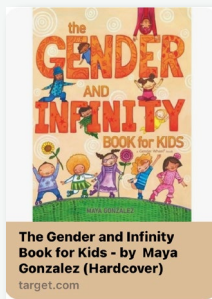
In addition to books about Pride, large retailers are also selling books that push a radical gender ideology that seeks to introduce and normalize the concept of transgenderism to children. It Feels Good to Be Yourself is described as a “sweet, straightforward exploration of gender identity will give children a fuller understanding of themselves and others.” The Awesome Autistic Guide for Trans Teens purports to give “honest advice and strategies to help autistic trans and/or gender divergent teens to thrive exactly as they are” and strives to be “an essential resource for living happily and authentically.” The Gender and Infinity Book for Kids uses “the wonder and awe of nature’s infinity seen in plants, animals, sea creatures, the night sky” in order to lament the societal expectation of “the two very small gender boxes that all of nature must squeeze into.” Becoming the Enchantress: A Magical Transgender Tale, meanwhile, follows “the story of a transgender parent that faces personal longing for change” before “the parent magically transforms from a Wizard into an Enchantress on Halloween night.”



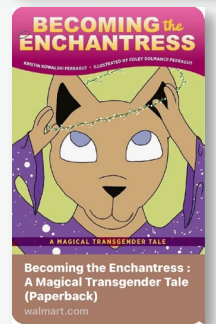
("It Feels Good To Be Yourself - By Theresa Thorn (Hardcover)," [Target](#), Accessed 5/19/25)



("The Awesome Autistic Guide For Trans Teens - By Yenn Purkis & Sam Rose (Paperback)," [Target](#), Accessed 5/19/25)



("The Gender And Infinity Book For Kids - By Maya Gonzalez," [Target](#), Accessed 5/19/25)



("Becoming The Enchantress: A Magical Transgender Tale (Paperback)," [Walmart](#), Accessed 5/19/25)

## Retailers Are Still Pushing Pride Gear for Kids

As we enter Pride Month, stores are still profiting off of trans agenda merchandise targeted to kids, young children, and toddlers. The following products are being directly pushed to children in the leadup to Pride even as stores like Walmart [claim](#) to be walking away from DEI and the woke transgender agenda.



("Barbie Pride - Own Your Unique - Toddler And Youth Girls Raglan Graphic T-Shirt," [Walmart](#), Accessed 5/19/25)



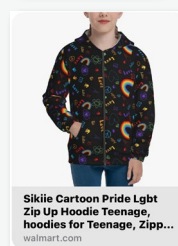
("Barbie Pride - Together - Toddler And Youth Girls Raglan Graphic T-Shirt," [Walmart](#), 5/19/25)



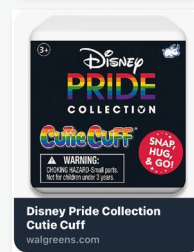
("Pride Socks Rainbow Baby Striped Tube Socks T1-10," [Walmart](#), Accessed 5/19/25)



("My Little Pony Tv - Pride Is Magic - Toddler Short Sleeve Shirt - 2T," [Walmart](#), Accessed 5/19/25)



("Sikiie Cartoon Pride Lgbt Zip Up Hoodie Teenage, Hoodies For Teenage, Zipper Sweatshirt Jacket For Daily, Traveling-Medium," [Walmart](#), Accessed 5/19/25)

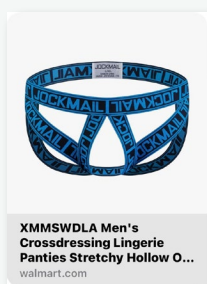


("Disney Pride Collection Cutie Cuff, 1.0 Ea," [Walgreens](#), Accessed 5/19/25)

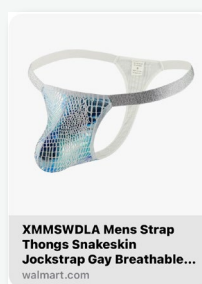
## Big Box Retailers Are Selling Goods That Sexualize Kids and Teens

In the most egregious example of sexualizing children, Walmart is continuing to offer products that explicitly sexualize children in the name of gender identification despite very publicly vowing to stop third-party merchants from selling LGBTQ items that could be marketed to children. Every example below is marked as age-appropriate for children and teens and appears when filtering products for those age categories, including “cross-dressing lingerie panties” that separate the thigh and scrotum “to avoid friction,” “open-front ring underwear” that provides “unstoppable temptation,” and chest binders that let you “express your sensuality” and make you “more charming and handsome” by making your “breast look flatter.”

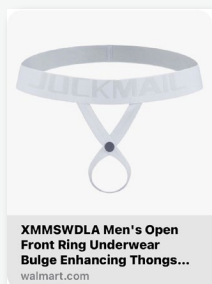
It is completely disingenuous for Walmart to pretend that its stores are moving away from the trans agenda while these items are available today on its website being marketed to children and teens.



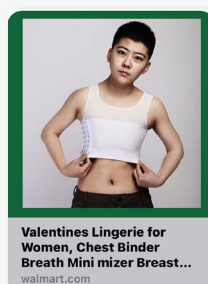
(“XMMSWDLA Men's Crossdressing Lingerie Panties Stretchy Hollow Out Bikini Briefs Underwear,” [Walmart](#), Accessed 5/19/25)



(“XMMSWDLA Mens Strap Thongs Snakeskin Jockstrap Gay Breathable Briefs Fashion Panties G-Strings Briefs,” [Walmart](#), Accessed 5/19/25)



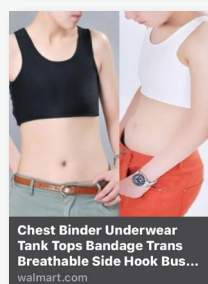
(“XMMSWDLA Men's Open Front Ring Underwear Bulge Enhancing Thongs Comfort Butt-Flaunting Jockstrap Bikini Trunks Men's,” [Walmart](#), Accessed 5/19/25)



(“Valentines Lingerie For Women, Chest Binder Breath Minimizer Breast Undershirt Bra,” [Walmart](#), Accessed 5/19/25)



(“Underworks FTM Extreme Tri-Top Chest Binder,” [Walmart](#), Accessed 5/19/25)



(“Chest Binder Underwear Tank Tops Bandage Trans Breathable Side Hook Bustier Bra XL,” [Walmart](#), Accessed 5/19/25)