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Chick-Fil-A Branded 'Woke' After Right-Wingers Find Old Diversity Statement

Chick-fil-A has made Christian values part of its brand, making it a strange target for conservative outrage.



By Kelby Vera

May 30, 2023, 04:23 PM EDT | Updated May 31, 2023

Fast food franchise [Chick-fil-A](#) is under fire for being “woke” after conservatives caught wind of a seemingly innocuous statement about diversity that the company made months ago.

What appeared to be a tepid [corporate nod](#) to diversity, equity and inclusion provoked massive outrage this week with right-wingers opposed to any social justice efforts.

“Chick-fil-A restaurants have long been recognized as a place where people know they will be treated well,” Erick McReynolds, Chick-fil-A’s Vice President and Executive Director of diversity, equity and inclusion wrote in an online statement that dates back to at least [last fall](#).

“Modeling care for others starts in the restaurant, and we are committed to ensuring mutual respect, understanding and dignity everywhere we do business,” he continued. “These tenets are good business practice and crucial to fulfilling our Corporate Purpose.”



Chick-fil-A is closed on Sundays in a nod to its Christian roots. DAVID L. RYAN/THE BOSTON GLOBE VIA GETTY IMAGES

Though the months-old statement seemed uncontroversial, right-wingers took to Twitter to air their grievances.

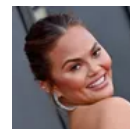
“Chick-fil-A has gone woke,” whined commentator [Ian Miles Cheong](#).

Turning Point USA’s Jon Root [incorrectly complained](#), “Chick Fil-A just hired a VP of Diversity, Equity and Inclusion... Is this just checking off a corporate box or do they believe in this Marxist nonsense?”

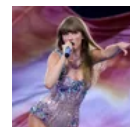
In fact, McReynolds became Chick-fil-A’s [vice president of diversity, equity and inclusion](#) in November 2021 after being the executive director of diversity, equity and inclusion since July 2020, according to his LinkedIn. He has worked at Chick-fil-A for more than a decade.

Wade Miller, executive director of Citizens for Renewing America, tweeted, “Everything good must [come to an end](#). Here @ChickfilA is stating [its] commitment to systemic racism, sexism, and discrimination. I cannot support such a thing.”

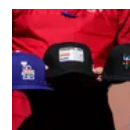
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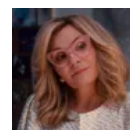
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The right-wing criticism is strange considering Chick-fil-A's strong ties to [the conservative world](#).

Chick-fil-A is famously [closed on Sundays](#) and promotes its fish sandwiches in spring [during Lent](#), when many Christians abstain from red meat and poultry.

Founder S. Truett Cathy, a devout Southern Baptist, said he based his business on Biblical principles and [the company's website](#) says its mission is "to glorify God by being a faithful steward of all that is entrusted to us [and] to have a positive influence on all who come in contact with Chick-fil-A."

In a 2012 interview, Chick-fil-A chairman Dan Cathy [said he believes](#) in "the biblical definition of the family unit," prompting people to take a closer look at his company's charitable contributions.

That same year, [Forbes reported](#) Chick-fil-A's charitable endeavor, the WinShape Foundation, [donated \\$5 million](#) to anti-LGBTQ organizations from 2003 to 2012.

Following extended criticism, the company [ceased donations](#) to the Salvation Army and the Fellowship of Christian Athletes, both of which have advocated for so-called "traditional marriage," in 2019.

The Chick-fil-A controversy comes amid a tense time for corporate inclusion efforts. In recent months, brands Bud Light and Target have both [received backlash](#) for their attempts to connect with LGBTQ customers.

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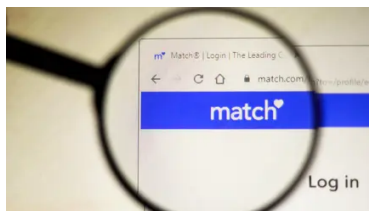
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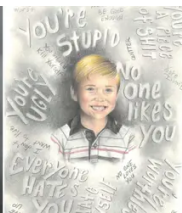
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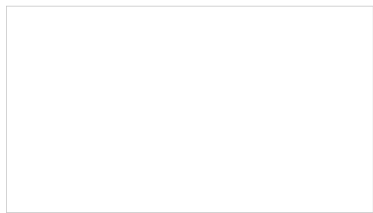
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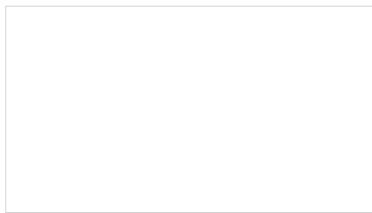
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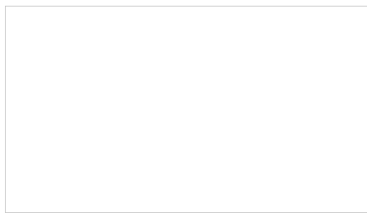
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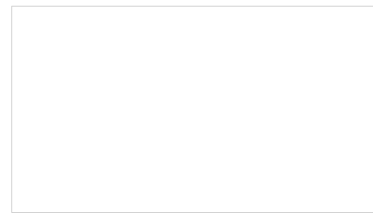
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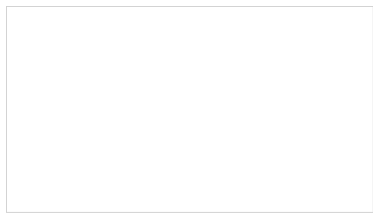
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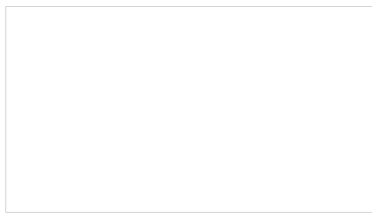
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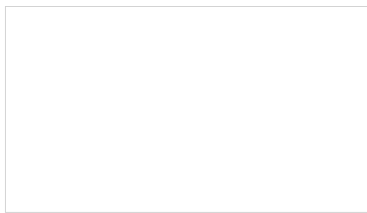
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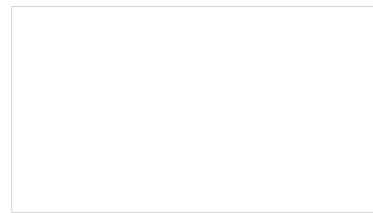
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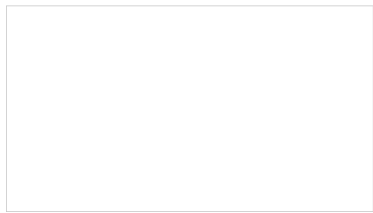
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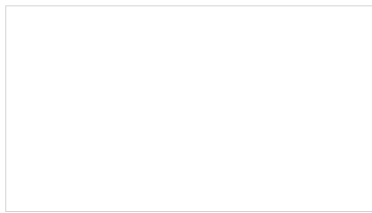
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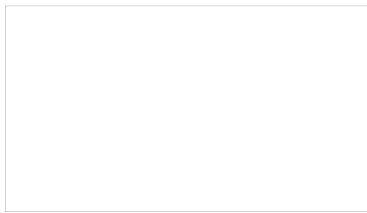
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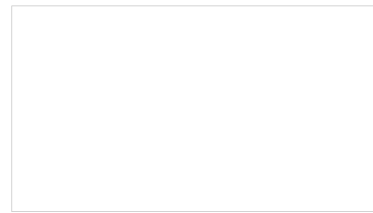
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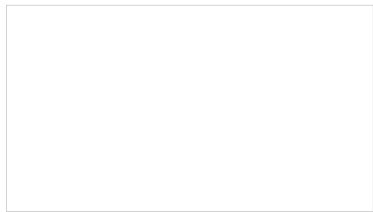
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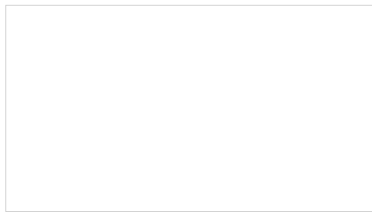
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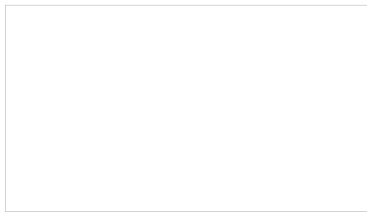
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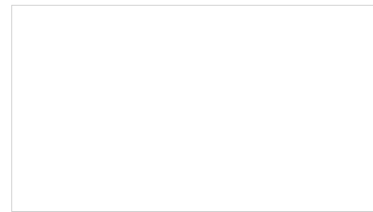
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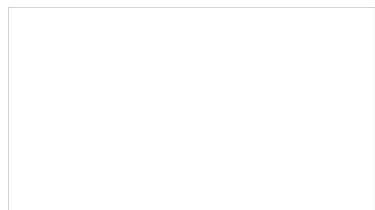
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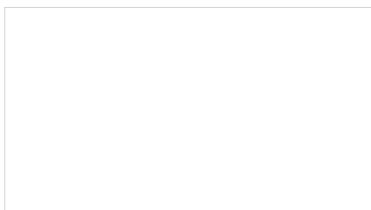
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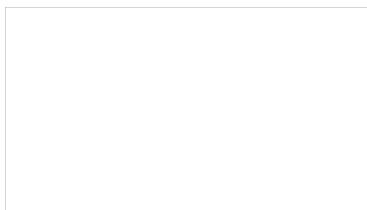
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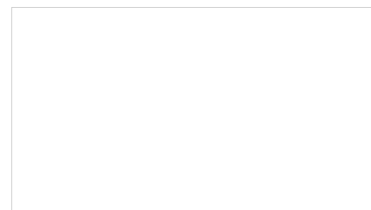
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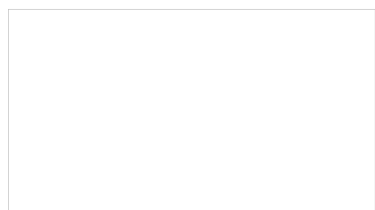
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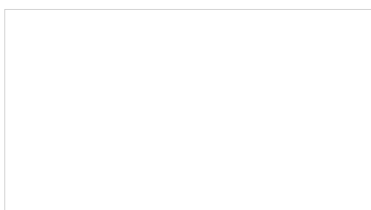
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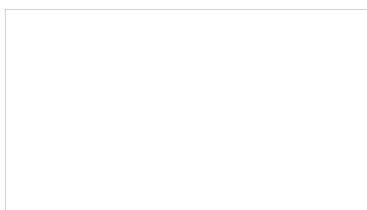
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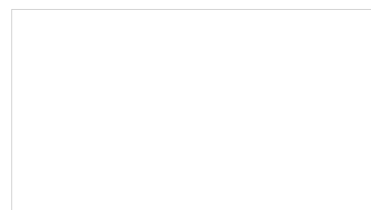
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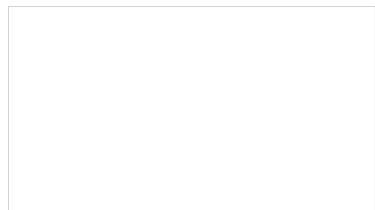
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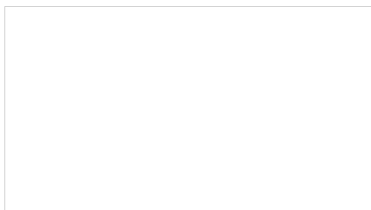
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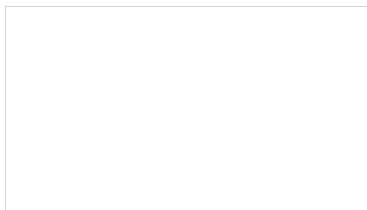
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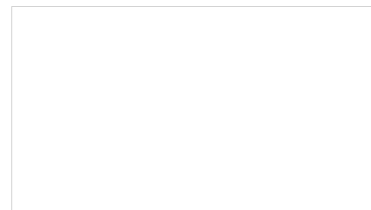
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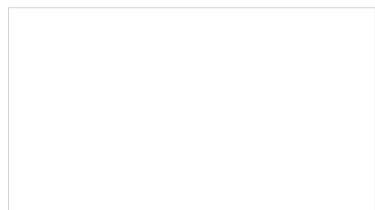
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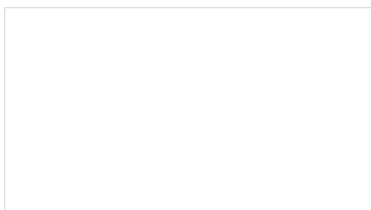
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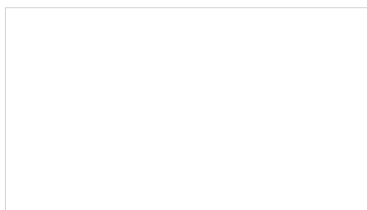
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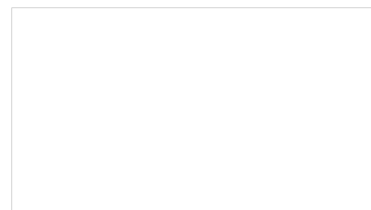
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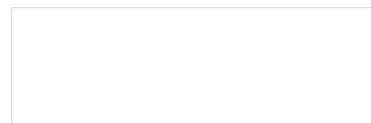
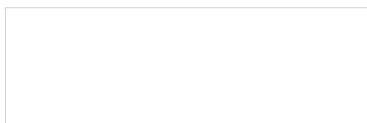
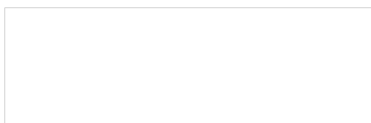
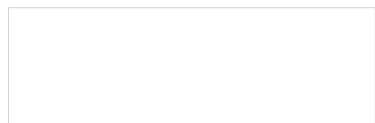
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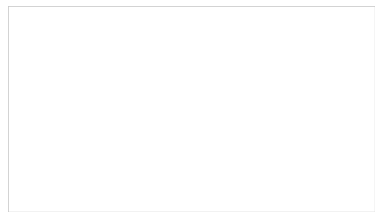
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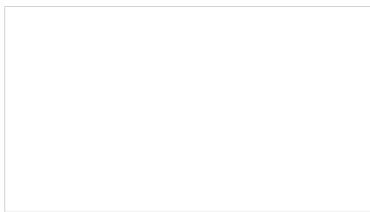
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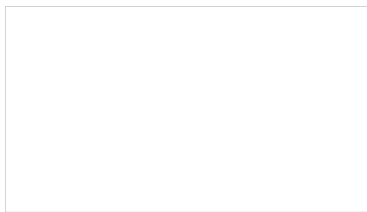
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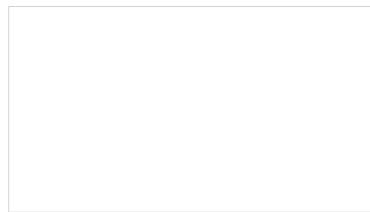
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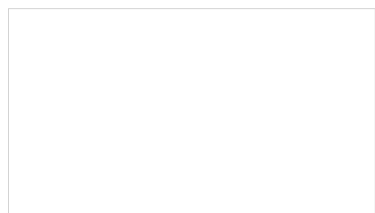
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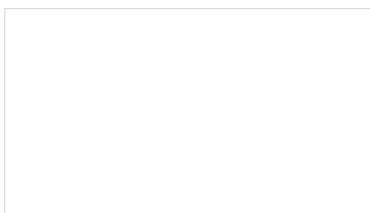
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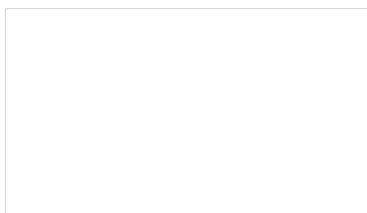
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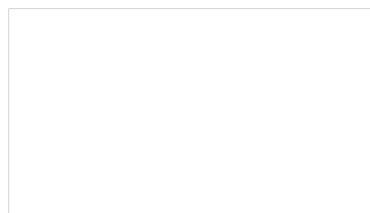
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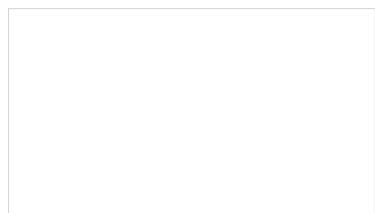
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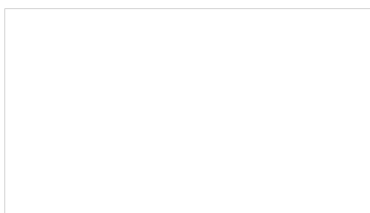
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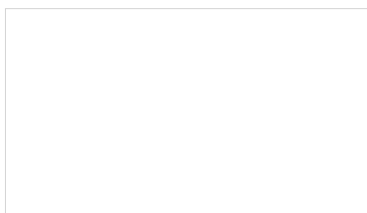
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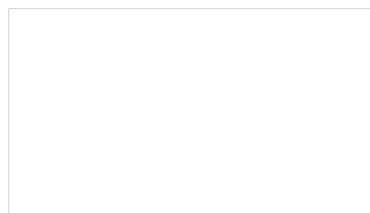
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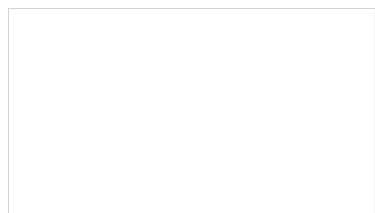
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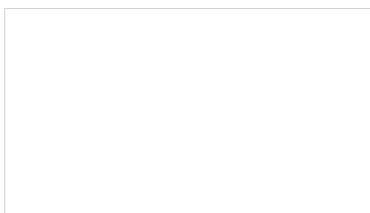
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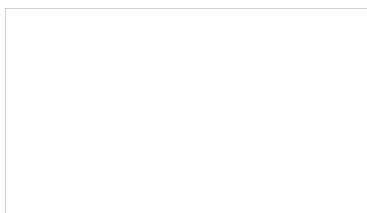
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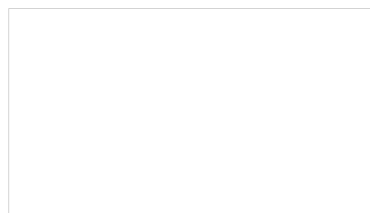
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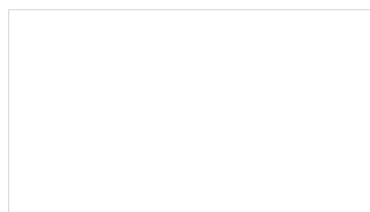
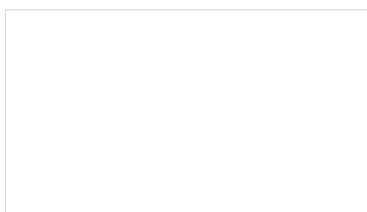
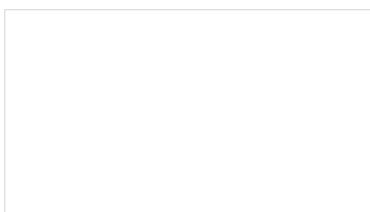
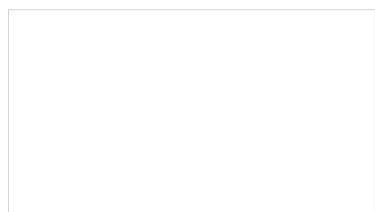
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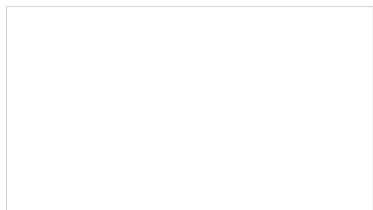
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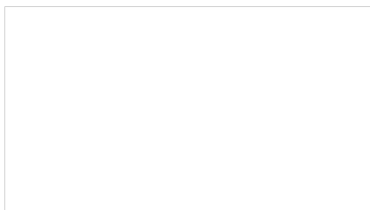
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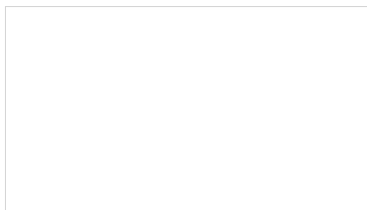
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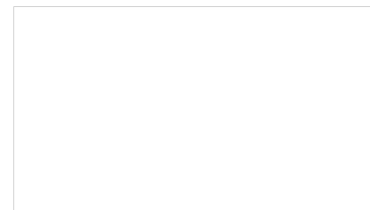
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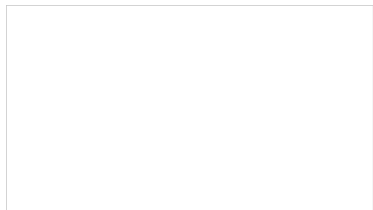
Biden Trips And Falls During U.S. Air Force Academy Commencement



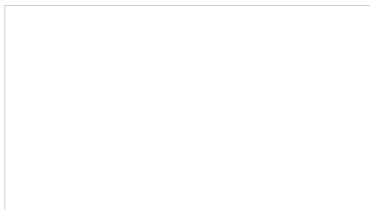
Donald Trump Apparently Doesn't Like The Term 'Woke' Now



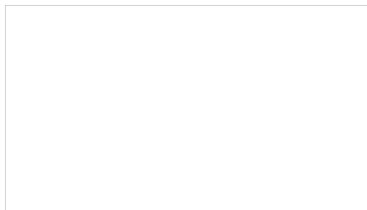
Kari Lake's Choice Of Rally Music Has People Howling



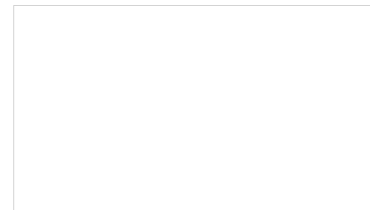
Republicans 'Not Interested' In Whether Biden Bribe Allegation Is True, Chuck Grassley Says



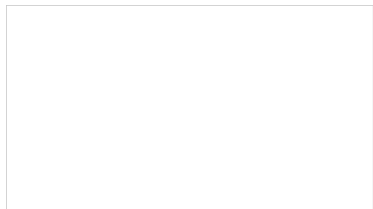
'Are You Blind?': Ron DeSantis Snaps At Reporter Asking Why He Won't Take Questions



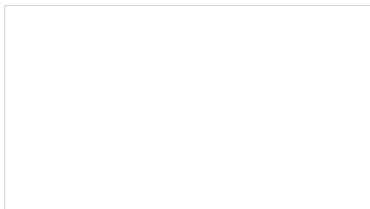
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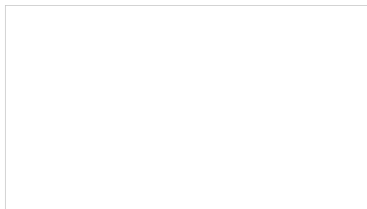
Lloyd Austin Says 'It's Unfortunate' His Chinese Counterpart Won't Meet With Him



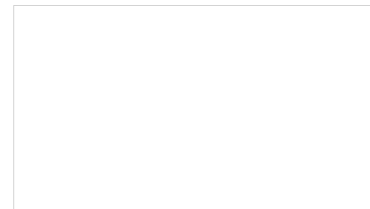
Meet The Millionaire 'Cowboy' And Ex-Navy SEAL Being Primed To Take On Sen. Jon Tester



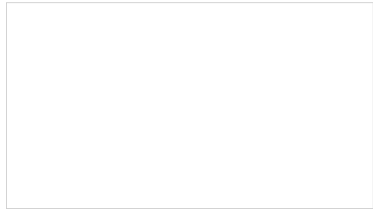
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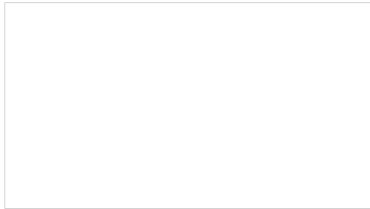
Former GOP Rep Answers If Trump Or DeSantis Is Greater Threat, Doesn't Hold Back



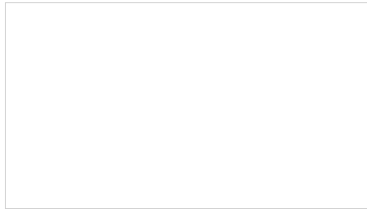
Rep. Lauren Boebert Reveals How She Really Feels When 'Positive' Voters Call Her Office



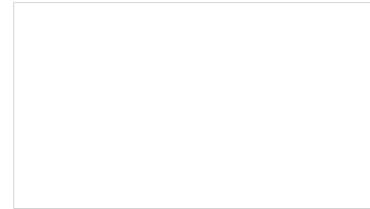
Mike Pence Will Launch His Presidential Campaign In Iowa Next Week



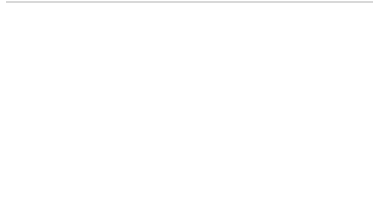
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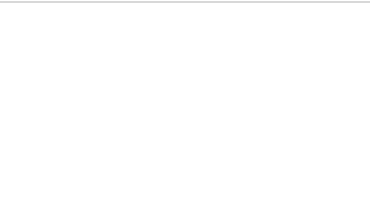
Trump Reveals What Makes DeSantis 'Very Upset' In Strange New Attack



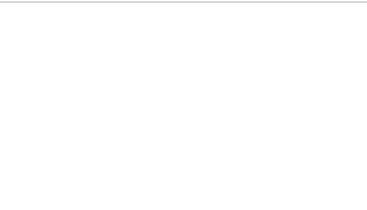
Republican Senator Makes Baffling Claim About Reality During Bizarre Rant



Fox News' Juan Williams Bursts Out Laughing Over Trump Boast



Aide Fired By George Santos Says He Got His Job After Sending Money To Republican's Deputy



Ex-Trump Attorney: Prosecutors Have 'Their Foot On His Neck' In Obstruction Case



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