



**WOKE PARADE:** The North Face offers 20%-off discounts to customers who take anti-white “equity” course

## Description

**WORLD :** From now on, a person can save 20 percent on any product at The North Face just so long as he or she agrees to complete an anti-white “equity” course teaching that white people can never experience racism, and that the “outdoors” is oppressive against black people.

The racial equity course is The North Face's latest attempt to stay as woke as possible, pushing the notion that white people never experience any kind of hardship due to the color of their skin like black people do.

Learning these and other “anti-racism” talking points is now a requirement for those who want The North Face gear at a more affordable price – everyone else will have to pay full price.

“It was the longest hour I have ever lived,” commented Heritage Foundation DEI expert Mike Gonzalez, who completed the course just to see what it entailed.

According to Gonzalez, the class was an “outrageous attempt at convincing people we live under an oppressive system of racial injustice,” especially in the world’s more mountainous regions.

“Privilege can give us access to the outdoors – that means some people can enjoy advantages that they inherit from birth and / or accumulate over time,” the course stated. “For example, aspects of identity that can give privilege relate to race, religion, gender, wealth, sexual orientation, ability or citizenship status.”

“In this particular context, we refer to ‘White privilege’ meaning that your race and skin color can give you access to the outdoors when others can be excluded because of historic, enduring racism and biases.”

## Racist outdoors

Gonzalez noted that the overtly anti-white elements of The North Face’s mandatory DEI course for 20

percent-off discounts was particularly “insulting” and “offensive,” especially in light of the fact that many of the world’s most powerful people right now have dark skin.

“Barack Obama was the most powerful man in the world,” Gonzalez notes. “Kamala Harris [is the vice president]. She’s African-American.”

In a statement to Fox News Digital, VF Corporation, The North Face’s parent company, attempted to defend its anti-white agenda as appropriate and completely normal.

“The North Face has always believed the outdoors should be a welcoming, equitable and safe place for all,” a VF Corp. spokesperson said. “This course aims to bring light to the barriers to entry preventing all people from sharing equally rewarding experiences in the outdoors.”

When further asked about the portion on “White privilege,” the spokesperson refused to say anything other than “no further comment.”

To sum up The North Face’s philosophy, the idea of the outdoors is racist, especially areas with lots of geographical and topographical highs and lows, and black people are barred from outdoor sports due to “white privilege.”

**Just to be sure course attendees get the message, The North Face requires attendees to make the following privilege statements:**

“I can be confident people in the outdoors will be respectful and kind to me.” “I can be sure that when I’m in the outdoors there will be other people like me there.”

The North Face also teaches its discount customers that people with privilege, aka light-skinned people, should never judge “minorities,” aka dark-skinned people, using the same standards with which they judge themselves.

“That is a dehumanizing position,” Gonzalez says about the insanity of what The North Face is doing to its customers who want a discount.

“We have ethics in virtue, in talent and intelligence and hard work and gumption and resilience. And these are things by which we admire people who possess these qualities, no matter what their race [is].”

**By Ethan Huff**

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