

MILWAUKEE MINISTERS HIT WITH S&M MILLER PHOTOS

Catholic League president Bill Donohue released the following statement today regarding the league's protest of Miller beer:

"Last week I announced that all 211 parishes in the Archdiocese of Milwaukee were being mailed a memo and some photos of the Miller-sponsored Folsom Street Fair; this was the first of many mailings that would occur weekly. Today I am pleased to say that all the pastors of the 166 Protestant churches in Milwaukee are being mailed the same packet of information. Here is an excerpt of my memo:

The enclosed pictures offer a glimpse of the Christian-bashing antics, and the sadomasochistic practices, that characterize this Miller-sponsored event. I apologize in advance for shocking your sensibilities, but it is important for you to know that I am not exaggerating. Moreover, these photos are tame next to other pictures that I have in my possession. Please see our website at catholicleague.org for more information.

When I first learned about the Miller logo appearing on a promotional ad for the event—one that depicted half-naked men in leather seated at "The Last Supper" with sex toys on the table—I was outraged. After some delay, Miller finally pulled its logo from this ad. Then I learned that a group of gay men who ridicule nuns, the so-called Sisters of Perpetual Indulgence, were among the beneficiaries of this Miller-sponsored festival (Miller is not the only sponsor, but it is the only nationwide corporation involved). When this was brought to the attention of Miller, nothing was done (the same group held a mock Last Supper on the Thursday before the event).

It is precisely because of Miller's obstinacy that I called for a nationwide boycott of Miller beer. Fortunately, Miller is conducting an audit of its marketing policies. Unfortunately, it still refuses to pledge that it will not be associated with another event that thrashes our religion. That's why I am asking for your help. Please contact Miller and express your concerns so that we can wrap this issue up quickly. I will then be delighted to call off the boycott.

Contact Miller ace Julian Green at green.julian@mbco.com