

## **Budweiser Stops Pandering to Rapists?**

by Stephen Elliott-Buckley - Thursday, April 30, 2015

<https://politicsrespun.org/2015/04/budweiser-stops-pandering-to-rapists/>

Budweiser, the perfect beer for rapists:



Being up for whatever happens [even with its own hashtag: #UpForWhatever]

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an evening environment that doesn't include no in its vocabulary

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all within our still vibrant rape culture

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a recipe for Budweiser to demonstrate how pathetic they are at understanding how communication works.

And they end up being complicit in continuing to promote rape culture and a world where explicit consent for sex is either ignore, downplayed or rejected.

They [still haven't apologized](#), but they have said that they regret missing the mark. Continue to not expect integrity from corporations:

The Bud Light Up for Whatever campaign, now in its second year, has inspired millions of consumers to engage with our brand in a positive and light-hearted way. In this spirit, we created more than 140 different scroll messages intended to encourage spontaneous fun. It's clear that this message missed the mark, and we regret it. We would never condone disrespectful or irresponsible behavior.