

# Press Release

F O R I M M E D I A T E R E L E A S E

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## **FORD IN “DEEP TROUBLE”... STILL SPONSORS 2007 MOTOR CITY PRIDE FESTIVAL *Insists on Promoting Homosexuality Rather than Shareholder Profits***

**MAITLAND, FL (March 14, 2007)** - After posting a record loss of 12.7 billion dollars in 2006 Ford Motor Company recently sold its Aston Martin division. Despite the serious predicament they find themselves in, Ford continues to alienate middle American by aggressively promoting, condoning and supporting Gay, Lesbian, Bi-Sexual and Trans-Gendered (GLBT) lifestyles.

Arthur Ally, president of the Timothy Plan ([www.timothyplan.com](http://www.timothyplan.com)) America's Pro-Life/Pro-Family mutual fund group (which will not invest in Ford stock), said “the fact that the leadership at Ford has turned its back on the majority of people who purchase their vehicles in order to promote a fringe agenda is unbelievable.”

The pro-family organization AFA ([www.afa.net](http://www.afa.net)), indicates a total of approximately 671,600 members have signed a [www.BoycottFord.com](http://www.BoycottFord.com) pledge. The AFA has been urging Ford to simply forgo any further advertising or sponsorships promoting the GLBT lifestyle and had thought the company would comply with their requests.

According to the Detroit News, “Ford denied it dropped [the] sponsorship (of the GLAAD Media Awards) because of the AFA. The automaker also said that it continues to advertise in gay and lesbian publications.”

The Ford position remains they are trying to get their message out to as many customers as possible, yet they refuse to advertise in Playboy and Penthouse – not because of numbers but because of content.

Ally commends those participating in the boycott of Ford and contends there is a complimentary approach that may bring swifter and more dramatic results. “If every one of the 671,600 concerned citizens would simply divest of any Ford stock they may own, whether held directly or through their mutual fund(s), the company would surely get the message that their behavior has a cost.”

Barna [www.barna.org](http://www.barna.org) research suggests that 45% of all American adults are “born-again”, and the Investment Company Institute [www.ici.org](http://www.ici.org) suggests that one-half of all households in America own mutual funds.

“If Barna's and ICI's research holds true, approximately 40 million Christians invest over 4 trillion dollars in mutual funds. Once these Christians discover the collective power they can effectively have on corporate America, by voting with their investment dollars, companies like Ford will no longer blatantly disregard the concerns of their shareholders.” Ally concludes, “I believe you could see positive cultural change in America come from Wall Street long before it comes from the White House”.