

GOVERNMENT

Brands distance themselves from Trump, Republicans in wake of Capitol breach

January 11, 2021



A mob of pro-Trump supporters outside the U.S. Capitol on Jan. 6. Image credit: Bloomberg

By LUXURY DAILY NEWS SERVICE

Major companies, including hospitality group Marriott International, have begun cutting ties with President Donald Trump and Republican lawmakers since the attack on the United States Capitol building on Jan. 6.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

When President Trump praised his supporters on Twitter after they stormed and violently attacked the federal building, Facebook and Twitter took immediate action against him. Marriott International, Inc., insurance agency Blue Cross Blue Shield, PGA of America and Amazon are the most recent companies to join in severing any connection with the president and his party.

Cutting ties

On Jan. 10, **Marriott International Inc.**, owner of luxury brands Ritz-Carlton and St. Regis, and the **Blue Cross Blue Shield Association** (BCBSA) announced the suspension of donations to Republican lawmakers who voted against certifying Joe Biden and Kamala Harris as president and vice president of the United States.

"In light of this week's violent, shocking assault on the United States Capitol, and the votes of some members of Congress to subvert the results of November's election by challenging Electoral College results, BCBSA will suspend contributions to those lawmakers who voted to undermine our democracy," said Kim Keck, chief executive of BCBSA, in a statement. "While a contrast of ideas, ideological differences and partisanship are all part of our politics, weakening our political system and eroding public confidence in it must never be.

"We will continue to support lawmakers and candidates in both political parties who will work with us to build a stronger, healthier nation," she said.



Multiple media platforms have banned President Trump since Wednesday. Image credit: Shutterstock

The **PGA of America** voted to take the 2022 PGA Championship event away from Trump National golf course in Bedminster, NJ. This marks the second time in five years that the PGA has removed an event from a Trump course.

Amazon has removed Parler, the platform allegedly used to organize the attack on the Capitol, from its web service. Unless Parler can find another hosting service, the platform will permanently go offline.

Amazon's action comes after Google and Apple removed the platform from their app stores.

Financial service corporations **JPMorgan Chase** and **Citigroup Inc.**, retail giant **Walmart** and payment app **Stripe Inc.** have also reportedly taken similar action against the president and lawmakers.

By disabling and locking official accounts, it is apparent that a growing number of platforms no longer trust President Trump to be a responsible user of social media. On Jan. 7, Facebook CEO Mark Zuckerberg confirmed that Mr. Trump will not be able to post on his Facebook and Instagram accounts until Mr. Biden is inaugurated on Jan. 20 (**see story**).

Twitter has since permanently suspended the President's personal account.

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.