

Argentina Mocks Russian Gay Propaganda Law With Raunchy World Cup Ad

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Screenashot TV DEPORTE / Youtube

An Argentinian sports television channel has drawn attention to Russia's controversial gay propaganda law with a bawdy ad as Moscow prepares to host the opening of the World Cup next month.

Russia introduced legislation banning the promotion of “non-traditional relationships to children” in 2013 with fines of up to 100,000 rubles (\$1,600). Despite the ban, Russian football officials vowed to allow spectators at the June–July championship in Russia to fly rainbow LGBT flags, taking a page from the 2014 Sochi Olympics.

Related article: [Rainbow Flags Get Green Light at Russia's World Cup](#)

“Mr. Putin, if love among men is a disease for you, then we are very sick. And you know what? It’s contagious,” says the voiceover in a commercial [released](#) by the TyC Sports channel Thursday, addressing Russian President Vladimir Putin.

“There’s nothing more exciting than to see a bunch of men jumping naked in the locker room,” the voiceover of the commercial is heard saying, featuring images of Putin, a streaker, screaming fans and Argentine football legends Maradona and Messi.

Embed:

The ad was pulled from YouTube and Twitter hours after LGBT advocates criticized it for insensitivity and homophobia, Newsweek magazine [reported](#).

“The channel wanted to describe the unrivaled passion of the Argentinians for football, but the idea was not developed in the best way,” [wrote](#) the local Diario Popular newspaper.

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