

CORY WILSON

Gold medal in political correctness

The 2012 Summer Olympics begin this Friday. The quadrennial worldwide competition, held this year in London, has my whole family excited. I plan to enjoy the games with them, too, though I will confess to being a little grumpy.

You may have seen the ridiculous Ralph Lauren-designed Team USA "uniforms," which look more "weird nouveau-preppy" than anything that reflects what Americans actually wear. They feature a sportcoat with Ralph Lauren polo pony emblazoned larger than the American flag. The athlete-models actually wear berets in one pose, and ascots (fancy scarves) in another. Hard to see that passing as normal "American" attire, even in San Francisco.

And, it turns out that Team USA's uniforms were made in China. Textbook dumb move. But the outrage that arose after someone noticed the Made-In-China label masked a simple, more obvious question: why didn't anyone on the Team USA planning committee proactively think: "Is there something wrong with making our uniforms in China?"

The question is actually a serious one. I have a hunch about the answer. It is the same reason that

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countries like Iran and Cuba are treated seriously and gain appointments to human rights committees at the United Nations. We have "gone global." Acknowledging that some countries are objectively better than others is frowned upon by globalists.

In such a post-modern, post-American world, enthusiastic pro-American sentiment is so . . . provincial. Of course Ralph Lauren's polo pony should be more prominent than the Star Spangled Banner. Someone in Moscow might be turned off.

Sampling Olympics-themed commercials shows a similar pattern. VISA has a rousing "Go World" theme in its spots, while Coca-Cola features a hip "Anywhere in the World" dance-party. Proctor & Gamble proclaims itself as a "Proud Sponsor of Moms," most of whom obviously

live in other countries.

I get it. These are global companies that are global sponsors of the London Games. There are Cokes everywhere, and moms. But try using your VISA to buy a Coke for your mom in Uzbekistan, and see how far you get. Maybe I am just sentimental with nostalgia, but I remember commercials from Olympics gone by when American-based conglomerates still clearly rooted for the home team, U-S-A, U-S-A.

A quainter time, back then. Now we have a President who reflects a similar "Go World" view. Obama does and says little to indicate any belief that America is an exceptional country. Remember, back in the 2008 campaign, before he ever bowed to foreign emperors and princes, Obama declared that he was a "fellow citizen of the world." Just last week, he was demeaning American entrepreneurship by declaring that "If you've got a business - you didn't build that. Somebody else made that happen."

Hipsters call that "nuance."

It is ultra-cool that the Games are in London this time. Today's London is a world-class, global-hip city. But Americans may do well to observe that London was

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also once the capital of the world. When the Olympics were first held there in 1908, Great Britain was the world's superpower. The streets of London remain decorated with artifacts brought there from far-flung parts of the Empire.

An Empire now greatly diminished.

And maybe that is why those "Go World: Hooray for Everybody" commercials rub me a little the wrong way. The Age of Obama seeks an America of post-modern, pastel patriotism. Ameri-

ca is to apologize for her exceptionalism and "lead from behind." Success is the root of all evil. Every kid gets a trophy. And the favored kids get a green-energy grant/Obamacare waiver/union payoff.

That is where President Obama is trying to take us. After three and a half years, we have a good idea of what the President meant when he said he wanted to "transform" America. We wear Ralph Lauren berets, salute the world, and redistribute diminishing wealth. Sooner than later, Washington becomes another London: rich history, but faded glory.

Maybe not. All those global athletes who are featured in the "Go World" commercials are

heartwarming, even inspiring. But I for one will be rooting for our Americans to beat all of them and bring home the gold.

Along those lines, maybe the Games will remind us that competition is in our genes. It may not be "nuanced," but here's an idea: if we replace our "Citizen of the World" President with a leader who would rather unleash America's competitive genius than "transform" us into just another place on the map, we will yet again outcompete anyone, well beyond the London Games.

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