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Bird 'n the boys

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Friday, March 10, 2006

The Gatorade Conspiracy

Have you ever pulled a joke on somebody, but you could never tell them about it because it was a prank so foul, so degrading, so truly *evil*...that revealing it would have had dire consequences? Like maybe spitting on someone's food or stealing the [Playboy](#) they kept under their mattress during puberty for emergency masturbatory purposes? (And yes: I'm talking to *you*, Chris Wallace, you thieving bastard!)

Sure you have. We *all* have. But this isn't the place for confessions, so please don't flood our inbox with comments about how you replaced your sister's birth control pills with [Tic Tacs](#). If we really cared about your life, we'd call ourselves "Dear Abby," and we would suck.

No, today I want to expose the conspiracy the people at [Gatorade](#) have been perpetrating on the [sports drink](#) drinking public for the past few decades. I first discovered their dastardly plot back in high school, but just like when you accidentally walked in on your grandparents having sex -- ugly, sweaty, disgusting sex -- I haven't had the courage to talk about it. Until now.

So let's begin. Please look at the following image and tell me what you see.



II

Grant Hill Furniture
 Karl Malone's Greatest Hits
 Lunch With Jerry Sloan
 Men in Tights
 Pacers Visit Chicago
 Piston Porn
 Random Kobe Facts
 Retro Ron
 Round Mound Of Retort
 Serving Hard Time
 Shaq vs Sumo Matchups
 Sheriff Shaq
 Shoot Your Teammates
 Better
 Stern Admonishment
 Super Sexy Pacers
 The 81 Code
 The NBA Image Problem
 Trailblazer Greeting Cards
 Woe Is Scalabrino
 Worst Defensive Team Ever
 Worst Pacer Playoff Losses

Basketbabes

Dinna
 Jeni
 Lindsay
 Marcella
 Robin

Dictionary

"Almost" Team
 Artestean
 atom smasher
 bailout call
 ball-hoggery
 ballin'est
 basketbrawl
 Black Hole
 boo birds
 cap killer
 cheater's proof
 Contract Year Phenomenon
 Dagger
 disconfidance
 double triple double
 dunk face
 dunleavy
 ego-ectomy
 espacular
 flop
 French pastry
 fundamativity
 garbage time
 Hackapalooza
 harmonism
 hathos
 heat check

Not sure? Okay, look more closely. Much more closely...



Okay. If you said anything other than "penis," then you're either a liar, a [eunuch](#), or a Gatorade employee trying desperately to hold onto your job. Because it is, in fact, a Gatorade bottle:



You thought it was a penis. Admit it.

How is it that no one else has ever brought this up? The bottle that contains the most popular sports drink on the planet looks like a big, thick, throbbing penis, from the clearly defined and strangely textured head to the perfectly tapered shaft. The only thing missing are a few well-placed veins. Of course, the Gatorade apologists could argue that the male penis comes in an endless variety of shapes and sizes, many of which are strange and asymmetrical. The Gatorade bottles, on the other hand, have standard sizes and are all perfectly proportional. To which I say: whatever.

Human Victory Cigar
 journeyman
 KBA
 Kobegate
 Lebron-a-thon
 Lovetron
 make-up call
 matador defense
 Microwave
 mustcanshoot
 one-downmanship
 out-enthusiasm
 Phi Slamma Jamma
 posterize
 project
 rookie wall
 sandbag
 Shaqnopsis
 shot pocket
 smother chicken
 sophomore slump
 stat curse
 superdickery
 Three Guard
 ticky-tac foul
 tragical
 trick
 verbal flop
 whirling dervish
 White Chocolate
 White Gunner
 win hog

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 January 29, 2006
 February 05, 2006
 February 12, 2006
 February 19, 2006
 February 26, 2006
 March 05, 2006
 March 12, 2006
 March 19, 2006
 March 26, 2006
 April 02, 2006



Experience the bolder taste...of fruit-flavored cock.

Maybe it's all a simple misunderstanding. Maybe nature figured out billions of years ago that the penis was the perfect fluid dispenser, and now people are just unconsciously copying that design. I mean, the phallic shape is everywhere: pencils, missiles, rocket ships, skyscrapers, mustard containers, hot dogs, baseball bats...the list could literally go on and on. So sure, perhaps the penis is the perfect shape for just about anything. But that still doesn't explain the overt and obvious sexual connotations in ads like this:



Come on, now. I've seen porn that isn't this blatant.

I just can't accept the idea that this is just a coincidence. There's *no way*. Which brings me to the conspiracy part. Why do I think it's a conspiracy, you ask? Think about it. You take the world's premier sports drink and package it inside a giant penis-shaped thing, and you know what happens? Every macho stud, every muscular he-man, every guy who takes his masculinity just a little bit too seriously...at some point is going to put a cock in his mouth and suck. That's right. Because no one drinks Gatorade out of a cup, and you have to actively squeeze on and suck out of the bottle to get the drink to dispense as fast as you want it.

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Are you still a doubter? Do you think I'm overreacting, or, at worst, just making up wild stories? Fine. Believe what you will. But before you make your final decision, consider this screen capture from an actual Gatorade advertisement that ran during a televised basketball game this season:



Under a black light, Gatorade looks just like...well, you know.

Uh huh. The Gatorade people are all but rubbing our noses in it. You know somewhere there are several rich men sitting in a board room and laughing like [Dr. Evil](#) every time they watch [Michael Jordan](#) give a big, sloppy blow job on national television. Gatorade commercials tend to feature our best athletes, whether male or female, and they all without exception show said athlete slurping down nutritious, electrolyte-laden fluids straight from the universal life source. Sometimes they pour it all over themselves, bukake-style, and, for God's sake, they even *sweat it out of their very pores* (as exemplified above). Few men are as homophobic as professional male athletes, and few women are as liberated as professional female athletes, and we get to see them all play the bitch to a giant phallic symbol, again and again, on national television. Gatorade's tagline "Is It In You?" is pretty appropriate, but if that's not "subtle" enough, maybe they should change it to "Is It Thrusting Hard And Deep Into You?".

And if you think about it, the joke is really never-ending. I, for one, will never be able to watch someone drink Gatorade without wincing, laughing, or both (probably both). Need proof? Go do a [Google](#) image search for Gatorade. You know what you'll find? Pictures like *this*:



This poor kid took the "money shot" at his soccer game.

You'll also find pictures like this:



Young women are perfecting their blowjob skills in schoolyards across the country. With a little help from Gatorade, of course.

You'll even find pictures like this, where a seemingly innocent senior picture turned into something much more suggestive:



An innocent senior picture, or a production still from *Fill All Her Dirty Holes Again - Part 17*?

It seems like our whole society is preoccupied with the male penis. And this isn't a new thing. Have you ever seen an Ancient Egyptian obelisk? Ancient Greek and Roman columns? Cock-shaped weapons like the sword and spear were specifically designed for quick, powerful thrusting. I guess the major difference between the ancients and us is that, back then, phallic symbols were reserved for things like art, war, and architecture. Now they're used for everything from flying into space to replacing the complex carbohydrates we lose while running a marathon.

And so we have the Gatorade bottle. So much of the advertising for this stuff centers around "increased stamina" and the ability to "last longer" in sports and other activities. So maybe it's just natural that the vessel for this amazing concoction would be the living symbol for strength and endurance. And the best part is, Gatorade turns sticky when it dries, just like cum. So the Gatorade people have done everything they can to rehydrate us while using the most powerful and lasting icon in the history of mankind.

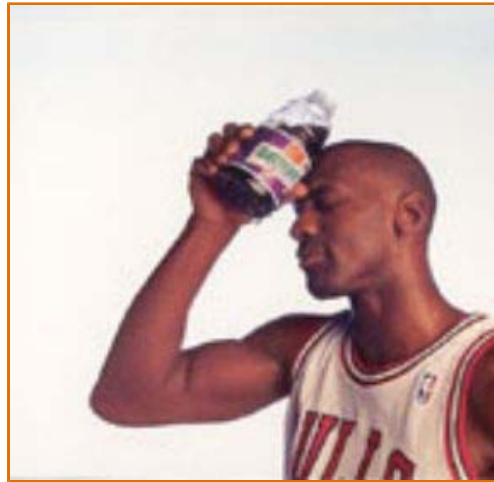
And if this is all just some whimsical flight of fancy on my part, then I can only offer my

most sincere apology. But if you're ever caught away from home without your favorite sex toys, and you need a little help "getting the job done," you can find Gatorade almost anywhere anything is sold. I'm just sayin'.



Gatorade comes in virtually any size and shape you may need for, you know, whatever.

Homotastic Edit: I took some serious criticism from fellow Basketbawfulite Dave "Badass" Larson for not including a picture of Michael Jordan getting it on with his Gatorade. So, without further ado...



Yes, even Michael Jordan enjoys cool liquid refreshment from a giant penis.

Part II: Gatorade [responds to our conspiracy theory](#).

posted by Basketbawful @ 9:15 AM

Comments:

this is the best post so far. i'd link to this post, but most of my readers hate sports.

posted by [laura](#) : 6:12 PM

I can't stop laughing. This is awesome.

posted by [Lil Dice](#) : 9:21 PM

Try looking at the top of a beer bottle sometime... you think