



M&M's characters to become more inclusive

BY JUDY KURTZ - 01/20/22 09:41 AM EST

256 SHARES



SHARE



TW

Just In...

Girl survives Russian blizzard by hugging dog for 18 hours

CHANGING AMERICA — 48S AGO

DNC hits GOP for having 'no agenda,' echoing Biden

CAMPAIGN — 1M 16S AGO

Developers for 'Sims 4' say gender inclusive pronouns are on the way

CHANGING AMERICA
— 19M 15S AGO

New York museum removes controversial statue of Teddy Roosevelt

CHANGING AMERICA
— 20M 4S AGO

The Biden administration's first year: Slow and steady does not win this race

OPINION — 20M 11S AGO

Judge denies Trump spokesman's effort to force Jan. 6 committee to return financial records

COURT BATTLES — 22M 10S AGO

NFL seeks dismissal of former coach Jon Gruden's lawsuit against the league

STATE WATCH — 22M 33S AGO

Candy is about to get more “inclusive,” with the maker of M&M’s announcing its famed characters are getting modern makeovers and will have more “nuanced personalities.”

Mars, Incorporated, the company behind the colorful, candy-coated chocolates, announced Thursday a “global commitment to creating a world where everyone feels they belong and society is inclusive.”

As part of the new mission to increase the “sense of belonging for 10 million people around the world by 2025,” Mars said the M&M’s characters — who serve as mascots of sorts for the brand — would be receiving fresh, new looks.

The green M&M, previously seen in ads posing seductively and strutting her stuff in white go-go boots, will now sport a pair of sneakers. A description for the green candy on the M&M’s website says she enjoys “being a hypewoman for my friends.”

“I think we all win when we see more women in leading roles, so I’m happy to take on the part of supportive friend when they succeed,” the green M&M said on the promotional site.

Another character, the brown M&M, described her motto as, “Not bossy. Just the boss.”

Mars said in announcing the refresh that M&M’s — which were first released in 1941 — will have “an updated tone of voice that is more

Biden clarifies any Russian movement into Ukraine 'is an invasion'

ADMINISTRATION — 22M 50S AGO

[VIEW ALL](#)

inclusive, welcoming, and unifying, while remaining rooted in our signature jester, wit and humor.”

“As one of the world's most iconic candy brands,” Cathryn Sleight, Mars Wrigley’s Chief Growth Officer said in a statement, “who better to commit to a world with more moments of fun by increasing a sense of belonging around the globe than M&M's?”

TAGS [MARS](#)

