

# Unmasked: Matt Rivitz, Founder of Sleeping Giants, Organized Social Media Mobs Against Breitbart and Other Conservatives

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Sleeping Giants organized campaigns on social media and through leftist media outlets to apply pressure against advertisers who support conservatives until they pull their ads. Breitbart lost 90% of its advertisers in "two" months. "It is ironic that the agents in Sleeping Giants, who are linked to the advertising industry, want to keep their identities hidden to "prevent counter-boycotts against their own clients.