

glaad  presents

#spiritday

take a stand against bullying. **go purple.**

October 16, 2014 • glaad.org/spiritday

On October 16, 2014, millions of Americans will wear purple on Spirit Day in a stand against bullying and in support of lesbian, gay, bisexual and transgender (LGBT) youth. GLAAD is once again working to secure the participation of corporations, as well as celebrities, media outlets, organizations, schools and local communities. By going purple on Spirit Day, corporations can easily demonstrate their support for LGBT young people and consumers.

How can my company participate?

1. GET EMPLOYEES INVOLVED:

Send a message out to employees of your company encouraging everyone to participate in Spirit Day on October 16th. GLAAD can provide sample text.

2. TURN YOUR COMPANY'S LOGO PURPLE:

Whether it's on your homepage or social media, show your support by turning your logo purple on Spirit Day. Turn your official Facebook and Twitter profile photos purple on Spirit Day at www.glaad.org/spiritday

3. SHARE YOUR SUPPORT:

Speak out or post a photo of your CEO or staff in purple to your Facebook, Twitter, Instagram, and Tumblr using hashtag #SpiritDay.

SUGGESTED POST:

Join me in going purple for #SpiritDay 10/16 to support LGBT youth. Go purple here: <http://glaad.org/spiritday>

POST



Who went purple in 2013?

COMPANIES

American Airlines
American Apparel
AT&T
CBS
Coca-Cola
Comcast-NBCUniversal
Delta Air Lines
Disney/ABC Television Group
Facebook
HBO
Instagram
Johnson & Johnson

MTV
Nielsen
PepsiCo
Publicis Groupe
PwC
Thomson Reuters
Tumblr
Uber
Verizon
Viacom
Wells Fargo
Zip Car
and more!

TELEVISION

The Today Show
Good Morning America
The View
The Talk
Jimmy Kimmel Live
Conan
and more!

CELEBRITIES

Oprah Winfrey
Demi Lovato
Chelsea Clinton

Reba McEntire
Jason Collins
Laverne Cox
Ben Affleck
Nick Cannon
Cyndi Lauper
Ricky Martin
Jimmy Kimmel
Sir Ian McKellen
Shania Twain
Shaquille O'Neal
Kerry Washington
Dianna Agron

Melissa Etheridge
Chelsea Handler
Andy Cohen
Margaret Cho
Chaz Bono
Jenni "JWOWW" Farley
Nicole "Snooki" Polizzi
Kathy Griffin
Kesha
Brittney Griner
Conan O'Brien
Sharon Osborne
Bernadette Peters

Shonda Rhimes
Wendy Williams
Zendaya
and more!

OTHER NOTABLES

The White House
Times Square
The Las Vegas Strip
LAX
All major sports leagues
and more!



How did Spirit Day begin?

Spirit Day was started in 2010 by a high school student as a way to show support for LGBT youth and take a stand against bullying. With GLAAD's help, millions of teachers, workplaces, media personalities and students wore purple, a color that symbolizes spirit on the rainbow flag. Spirit Day now occurs annually on every third Thursday in October.

For more information on how your organization can get involved, contact GLAAD's Director of Communications Seth Adam at seth@glaad.org, (646) 871-8018, and www.glaad.org/spiritday