

## Who we are, not What we are

The GenderCool Project is a new, national storytelling campaign and non-profit that's opening up the conversation around gender in an easily understandable way. The campaign's centerpiece chronicles the accomplishments of transgender young people (our GenderCool Champions) across the United States. We leave the labels at the door and build support in communities everywhere by spotlighting the remarkable success of these young leaders.



The New York Times

Rolling Stone

People



**2018 LAUNCH**  
 130 million messages delivered  
 240 thousand social media interactions  
 43 countries engaged with launch  
 Fortune 100 company partnerships secured  
 Docu-series of 5 new Champions, fall 2018

CHICAGO'S VERY OWN  
WGN9



teenVOGUE



Jen Grosshandler

The campaign was founded by Jen Grosshandler and Gearah Goldstein. A veteran marketer, Jen has represented some of the most iconic brands in the world. She is also the mother of four, including a 12-year-old transgender daughter, whose journey propelled her to become a national advocate and speaker intent on bringing positivity to the gender conversation. Gearah Goldstein is a nationally-recognized expert and proud transgender person helping to bridge a deeper understanding about gender and its impact on communities. Together, they have been on the front line of school policy work for gender inclusive schools in Illinois, helping to lead the charge in multiple school districts, representing more than 35,000 students.



Gearah Goldstein

**Website** - [www.gendercool.org](http://www.gendercool.org)  
**Facebook** - GenderCool Project  
**Instagram** - @gender\_cool  
**Twitter** - @gender\_cool  
**Registered Hashtag** - #gendercool



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