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











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

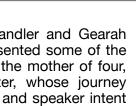




Jen Grosshandler

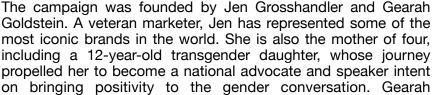








Gearah Goldstein



districts, representing more than 35,000 students.

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

Website - www.gendercool.org Facebook - GenderCool Project Instagram - @gender cool Twitter - @gender cool

Registered Hashtag - #gendercool



Media Inquiry rachel@gendercool.org