

PLAY IT OUT

The Truth is This...

Transgender kids play sports for the same reason other kids play sports - to be a part of a community and have fun with their friends. They just want to belong.

There were 90+ bills seeking to ban transgender kids from playing sports, and overwhelmingly lawmakers [cannot provide evidence](#) that there's a problem needing to be solved.

25 states have had policies in place for years that allow inclusion of transgender youth in sports. A [2021 study](#) found that states allowing all kids to participate in K-12 sports have steady or increasing opportunities for girls in sports while states that bar transgender kids from sports having declining opportunities.

Young people develop critical life skills through sport like communication, teamwork, persistence, self-discipline, and leadership.



The GenderCool Project is a youth-led movement replacing misinformed opinions with positive, powerful experiences meeting transgender and non-binary young people who are thriving. Our movement is creating positive change by influencing understanding, business and culture.

National | Education | Campaign



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Play It Out is a national education campaign to help people understand fact from fiction about transgender kids and their connection to athletics and sports. There is an enormous amount of misinformation in the country right now around the rightful, legal place of transgender and non-binary kids in athletics.

The year-long campaign will include the following:

Uplifting documentary showing the typical, joyous connection transgender youth have with athletics, elevated by parent and coach voices

#PlayItOut national community engagement campaign. At GenderCool, we know how important it is to move - GenderCool is inviting everyone to share on social media the ways they move, why it matters, and their hopes for transgender and non-binary kids. The user-generated content will be featured on a social media wall on the GenderCool website.

Coalition building including trusted partners like Nike, [Athlete Ally](#), and many more.

A full suite of [collateral materials](#) able to be leveraged by media, corporate partners, organizations working directly with legislators, and other community stakeholders. Play It Out will equip people from all over the country to engage in this conversation with authenticity and accuracy.

Consistent level of balanced earned media reporting, beginning November 2021