

Thank you for being a Champion for Change



Pride Tape is a badge of support from teammates, coaches, parents and pros to young LGBTQ+ players. It shows every player that they belong playing the sports they love. That we're all on the same team.

Your support for Pride Tape allows us to donate tape to community groups and amateur teams and leagues. Proceeds from the sale of Pride Tape also helps to support LGBTQ+ youth outreach and educational initiatives. That means every roll of tape will make an impact in sports and beyond.

We proudly support the National Hockey League

(NHL), the Premier Lacrosse League, NCAA PAC-12 Softball, BaseballSoftballUK, and Major and Minor League Baseball's mission to drive positive social change and foster more inclusive communities. By participating in the NHL's 'Hockey is for Everyone' month, plus creating baseball's Strike Out Hate campaign, our collective goal is to make sport, at all levels, a more welcoming and inclusive environment for players, their families and fans of every race, colour, age, ability, religion, national origin, gender, gender identity, gender expression, sexual orientation, and socio-economic status.

Challenge the Use of Homo/Bi/Transphobia

1



Words can hurt. Lead by example.

Make a commitment to avoid using slurs like "That's So Gay," "Fag," "Dyke," "Tranny," or "Queer" in derogatory ways, both on and off the ice. When safe to do so, challenge others who use words that are harmful or exclusive, rather than supportive or inclusive. Remember, silence often signals consent. Don't be a bystander. Speak out and show your support.

Visit **NoHomophobes.com** to see the negative impact of casual homophobia in real time.

Examine Your Policies

2



Ensure your team and/or league has clear and specific non-discrimination policies in place, which actively respect, include, and protect LGBTQ+ players, coaches and fans. Review your policies to ensure they are trans-inclusive and allow youth to play in their affirmed gender. Clear policies and practices set expectations, foster inclusion, and help to change sporting culture.

Practice Inclusivity

3



Always respect a person's name, pronouns and confidentiality. Wherever possible, work to eliminate gender-specific categories, uniforms, and requirements. The goal at most levels of sport should be to focus on participation and skill development, not elite level competition.

Visit **TransAthlete.com** for resources on trans inclusion at all levels of play.

Connect With the Community

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Reach out and connect with your local LGBTQ+ communities. Join a pride parade, partner with your community pride center and/or make connections with LGBTQ+ sporting organizations.

Inclusion starts with leadership. Consider hosting a dedicated pride night to celebrate sexual and gender diversity in your community. Make a team video, host a presentation, or take a pledge to demonstrate your active support for LGBTQ+ athletes and teammates.

More ideas can be found at <https://www.macewan.ca/campus-life/centre-for-sexual-and-gender-diversity/>

Move Beyond Symbols Into Action

5



Wrapping your stick with Pride Tape is one important way to signal your support. Meaningful and long-lasting change requires commitment, education and leadership. Examine your own biases and beliefs about LGBTQ+ people. Challenge stereotypes and misinformation. Embrace intersectionality. Recognize that all journeys are not the same. Support those who are the most vulnerable to be their authentic selves. No one should be excluded from the sport they love.

Ensure your allyship is backed by actions that will help to challenge and change culture to become more inclusive, welcoming and respectful for everyone.

Celebrate! Have Fun! Be Creative!

6



Take opportunities throughout the year to celebrate and appreciate the growing diversity in your community. Be creative and show your Pride!

Show us your creative uses of Pride Tape by sharing your stories and photos using the hashtag #PrideTape. Find us at facebook.com/PrideTape and tweet us at @PrideTape. Tag us on Instagram @pridetape and #pridetape.

Pride. Resilience. Courage. Change. Leadership. You.



Pride Tape began, in 2016, as a grassroots collective of individuals, academics, and community members who saw a need to help make sport more inclusive for LGBTQ+ youth, athletes, coaches and fans.

Pride Tape is proud to have been the pioneering tape supporting our LGBTQ+ communities and is frequently used as a symbol of inclusion at all levels of sport.

Today, Pride Tape continues to grow and can now be found in 32+ countries, and that's all because of you!

6 Colours and 6 Powerful Words Pride. Resilience. Courage. Leadership. Change. You.