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Spirit Day 2012

Oct. 9, 2012 ? Jill

On October 19, GSA Network will go purple for Spirit Day! Spirit Day is an annual day in October when millions of Americans wear purple to speak out against bullying and to show their support for lesbian, gay, bisexual and transgender (LGBT) youth.

Started by high school student Brittany McMillan, the [Gay & Lesbian Alliance Against Defamation \(GLAAD\)](#) [1] now coordinates Spirit Day every year. This year, GSA Network partnered with GLAAD to create a Spirit Day tool kit specifically for GSAs.

Make your school go purple on October 19th with the [poster](#) [2] and [tool kit](#) [3] below, and check out glaad.org/spiritday [4] for even more resources.

#spiritday 10.19.2012 take a stand against bullying. support lgbt youth. go purple.

what can you do?

- 1. PLEDGE**
Take the Spirit Day pledge right now at glaad.org/spiritday and commit to wear purple on October 19th. Make sure you share your pledge on social media and encourage your friends to take it too.
- 2. SHARE**
Get your community to participate. Ask local businesses and organizations to go purple, hold an event at your school on spirit day, and reach out to local media outlets to cover an event for Spirit Day. Check out more ideas in the Spirit Day resource kit at glaad.org/spiritday.
- 3. WEAR**
On October 19th wear purple and tell people why you're wearing purple. Share the history of the message, and ask your friends to wear purple too in a stand against bullying.
- 4. POST**
On October 19th post a photo of yourself in your Spirit Day purple to Facebook or Twitter. Turn your profile photos purple and update your social media sites with a message in support of Spirit Day. Use glaad's tool here: glaad.org/spiritday.

why go purple?

K-12

- 82% of LGBT students have reported being verbally harassed because of their sexual orientation.
- 80% of transgender students reported feeling unsafe at school because of their gender expression.
- 64% of LGBT students reported feeling unsafe at school because of their sexual orientation.

HIGHER ED

- 23% the percent of LGBTQ staff, faculty, and students at colleges and universities reported experiencing harassment.
- 38% the percent of transgender college students, faculty, and staff that have seriously considered leaving their institution due to the challenging climate.
- 43% the percent of faculty, college students, & staff that hide their sexual identity to avoid discrimination.

glaad.org/spiritday

[2]

#spiritday 10.19.2012 take a stand against bullying. support lgbt youth. go purple.

On October 19, 2012, 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 leading outreach to engage the participation of individuals, celebrities, corporations, media outlets, schools, local communities and even national landmarks. By going purple on Spirit Day, participants can easily demonstrate their support for the LGBT community simply by wearing purple.

This kit will help you engage the participation of your friends, classmates, local media and school officials. Use Spirit Day as part of a GSA Visibility Campaign to raise awareness about bullying and LGBT issues, to get more members for your club, and to help make your school safer for all.

HOW CAN I PARTICIPATE?

1. Pledge to go purple. Take the Spirit Day pledge right now at www.glaad.org/spiritday and then wear purple on October 19 in a stand against bullying. Encourage members of your community to do the same.
2. Go purple online. Turn your Facebook and Twitter profile pictures purple. Use GLAAD's tool here: www.glaad.org/spiritday.
3. Share your support. Post a photo of your GSA in your Spirit Day purple to Facebook or Twitter using hashtag #SpiritDay and #GSA. Suggested tweet: Join my #GSA in wearing purple for #SpiritDay to support LGBT youth. Go purple here: www.glaad.org/spiritday.

HOW CAN I ENCOURAGE COMMUNITY PARTICIPATION?

1. Wear purple in school or just around town. Tell people why you are wearing purple, share the history and message of Spirit Day, and ask those around you to participate by wearing purple in a stand against bullying.
2. Contact local businesses and organizations, and ask them to support Spirit Day and LGBT youth by going purple at their place of operation and on social media. Encourage local media outlets to cover an event for Spirit Day or pitch a story to them that raises awareness of bullying and issues faced by LGBT youth.
3. Get active! Host a Spirit Day speak-out event where people share their coming out stories. Take over a class! Get your teacher's permission to take over class and lead a discussion about LGBTQ issues at your school. Use media! Get your actions publicized in the school news and local news in your area.

HOW DID SPIRIT DAY BEGIN?

Spirit Day was started in 2010 by high school student Brittany McMillan 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.

go purple on October 19, 2012. more info at www.glaad.org/spiritday

[3]

PS: Don't forget to share pictures and stories from Spirit Day on Facebook and Twitter using the #SpiritDay and #GSA hashtags!

Source URL: <http://gsanetwork.org/Spirit-Day>

Links

[1] <http://www.glaad.org>

[2] <http://gsanetwork.org/files/events/GLAAD%20Spirit%20Day%20poster%20-%20GSA%20Network2.pdf>

[3] <http://gsanetwork.org/files/events/GLAAD%20Spirit%20Day%20Kit%20-%20GSA%20Network.pdf>

[4] <http://www.glaad.org/spiritday>