



For Pride Month, take a look at a new animated short film that introduces kids to LGBTQ+ inclusion.

## LaGOLDA the Animation

LaGOLDA is a bilingual, socially conscious animation featuring a Latina orphan who flies around the world with her team of international orphans, playing soccer matches to shine a spotlight on social issues that affect kids.

Produced by actors **Judy Reyes** (Claws, Scrubs, Devious Maids), **Roselyn Sanchez** (Devious Maids) and **Eric Winter** (The Rookie), LaGOLDA's first season was presented by UnitedHealthcare's 'Do Good. Live Well.' corporate social responsibility initiative. Season 1 addresses access to technology, inclusion/prosthetics, autism, racism, gender equality, and even has soccer legend Cobi Jones joining the team in an episode about hunger. An educational curriculum accompanies each episode.



## LaGOLDA 'Game Changer' short film

Featuring **Gina Rodriguez** (Jane the Virgin) and **Justina Machado** (One Day at a Time), the film was released in celebration of 2019 National Coming Out Day, and showcases LaGOLDA and her team meeting a girl who is bullied because she identifies as a lesbian, prompting one of them to also come out as gay. The animation is followed by a documentary that tells the coming out story of **Jess Fishlock**, Wales' most decorated player and midfielder for Seattle Reign in the NWSL.

### ▶ LaGOLDA Season 1

- Six episodes, in English and in Spanish
- Available on all Kid Genius platforms, including Amazon, Roku, Xfinity, Amazon Fire, Apple TV and Cox, reaching 90m homes
- In US schools via Discovery Education Streaming Plus platform, which reaches 38m students and 3.5m teachers
- Social media reach of producers, talent, ambassadors is more than 10m

### Jess Fishlock

Jess Fishlock, MBE, became the first Welsh player, female or male, to earn 100 caps for the Wales national team and has starred as a midfielder for the Seattle Reign FC since their inaugural season. She is an Ambassador for the LaGOLDA 'Game Changer' film and her personal experience of growing up gay, including the importance of a strong support system, brings the animation to life to wrap up the film.

### The importance of positive content

While everyone has had to adjust to Covid-19 circumstances, [The Trevor Project](#) reports that physical distancing can have a detrimental impact on LGBTQ youth, by decreasing their access to positive social interactions and increasing negative social interactions. Our film can contribute to a welcoming, safe and inclusive environment, no matter where you are sheltered in place.

### We're part of the solution

We encourage kids and adults to watch **LaGOLDA: Game Changer** together!

- The film gives a voice to kids who may not feel represented
- We can provide teachers, coaches and parents with a curriculum and insight that will assist in their efforts to promote kindness and inclusivity
- We invite everyone to practice kindness towards all people, by taking the 'Accept and Respect Pledge' featured in the film

## Introducing Ryan!



Ryan is an 11-year-old girl who feels confident to say: "I like girls instead of boys". Other pupils make jokes about this, and about Ryan's gender expression - a negative experience that will be all too familiar to many LGBTQ+ young people.



# Game Changer

## A short film

### Background

In 2019, LaGOLDA made history as the first animation to feature a kid who knows they are LGBTQ+ and has come out in their home and school environment. The short film had its World Premiere in Los Angeles in honour of National Coming Out Day.

### 2019 Outreach

We believe that by connecting people around the world, LaGOLDA can provoke a much wider conversation - challenge adults, and cut through the social media noise to reach children... to educate the next generation about acceptance and equality.

#### Short film screenings:

Attendees receive a rainbow soccer ball, take the 'Accept and Respect Pledge' and post pictures to social media.

**Los Angeles**, 10.12.19: World Premiere

**Sacramento**, 11.14.19: School hosted anti-bullying rally for grade 3-5

**London**, 11.22.19: Hosted by Watford FC for fans at Vicarage Road stadium

**International film festivals:** the film is currently being submitted into multiple festivals around the world.

#### ACCEPT AND RESPECT PLEDGE:

"I pledge TO ACCEPT AND RESPECT EVERYONE for EXACTLY WHO THEY ARE on and off the field."



**ACCEPT AND RESPECT: RAINBOW SOCCER BALL PROMOTION** In conjunction with the premiere, soccer teams around the world played official matches with a custom designed rainbow soccer ball, to bring the ball introduced in the film to life. Youth and professional teams from New Jersey to California, Chile to Argentina and everywhere in between, played an official match with this historic rainbow soccer ball and took the 'Accept and Respect Pledge' to kick off an international movement.



Watford FC - music icon **Sir Elton John's** soccer club in London - was the first professional men's football club in the world to screen the LaGOLDA 'Game Changer' short film.

Attendees took the 'Accept and Respect Pledge' and 21,000 fans watched the rainbow soccer ball used in half-time shootouts during an official Premier League match.

### 2019 'Game Changer' short film screenings

- 21m potential social media impressions
- 74,000 views, likes, reposts, tweets
- 100% positive sentiment
- Covered by 15 media outlets
- Youth soccer teams in five different countries took the pledge in October



### Note from George Valencia, LaGOLDA Creator and Director: the motivation

"I heard someone recently say, 'To leave a legacy, you have to leave the world in a better place than how you found it'. I can't stop thinking about that. I have evolved and developed the LaGOLDA project over nine years. This is not just a creative project for me anymore. This is my love note to my daughter.

"The biggest lesson we can teach our kids today is compassion. Raising girls in a world that is clearly not in their

favour is challenging. We, as men and fathers, need to be on the frontline of change. It is our absolute duty. Our girls' relationships, their careers and their future will be served with our actions. Love, acceptance, equality and overall compassion are the only way to survive the anger and hatred that fuels so much of what THEIR world looks like today.

"Representation matters! Kids need to see THEMSELVES in content. This is the why - because it doesn't exist, and because we need to start with educating our kids, about acceptance and respect. So I've created a children's animation that represents all kids and in this particular episode, LGBTQ kids."