



HATCH AWARD CATEGORY: Equity

ENTRY: Hey! I'm Trans

WHO WE ARE:

The **Hey! I'm Trans Coalition** is a group of advertising professionals (both trans & cis allies) who banded together to create the Hey! I'm Trans brand and bring the idea to life.

WHAT'S THE BIG IDEA:

Turn the anxiety-inducing activity of coming out into a celebratory, supportive experience instead. Introducing: Hey! I'm Trans, a one-of-a-kind platform designed to make it easier for trans people to come out to their friends and family, coworkers, and online world.

LAUNCH DATE:

October 11, 2024 (National Coming Out Day)

BACKGROUND:

Hey, I'm trans. Just three little words. But saying them to everyone you know is far from easy. In fact, for many, it can be downright terrifying.

A study by KFF found that one in ten trans adults say they have not come out to anyone. Sadly, it's easy to see why. According to a survey by The National Center for Transgender Equality, nearly half of transgender individuals were afraid to come out fully in their communities or workplaces due to fear of harassment, violence, or discrimination.

So where does one turn for support first? The internet, of course. But for anyone who's gone through this experience (like we have), what you'll find on the World Wide Web is information overload, with much of it being dry, textbook-like, and depressing. The struggle is real.

That's just what Maddi, an art director at an ad agency, thought after she recently experienced first-hand the anxiety associated with coming out. Fortunately for her, it just so happened that her new boss had transitioned in the mid-90's and wrote a book about his approach, which unlike everything else she'd read, was humorous, uplifting and inspiring. He became Maddi's guide throughout her coming out process.

This experience made her think how great it would be if every trans person could have such a positive coming out guide. She figured the next best thing to cloning her boss was working with him to create a simple, fun platform designed to help others come out to the different groups in their lives. Excitement for the idea spread among friends and colleagues, and soon a team of talented and passionate people (both trans and allies) in the advertising, communications, and non-profit communities banded together to bring **Hey! I'm Trans to life.**