

# International Transgender Day of Visibility

## WHAT IS IT?

Started in 2009, International Transgender Day of Visibility serves as a way to celebrate the transgender community in a positive and uplifting way.

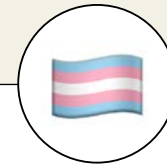
## WHEN IS IT?

**March 31**



**18,000,000**

Americans identify as LGBTQ+



**2,000,000**

LGBTQ+ identifying Americans identify as transgender

**15.9%** of Gen Z and **9%** of Millennials identify as LGBTQ+

(Source: GALLUP)

## How Gen Z folks identify:

(Source: VICE)

**56%**

consumers already shop outside their sex-assigned gender

**48%**

identify as something other than heterosexual

**62%**

people feel that they should be able to use any identity label

Lytehouse believes these statistics are indicative of a generational trend regarding Gen Z and their rejection of the male-female gender binary; and are reflective of the products they buy, the brands they support, and the creators they love.

While there is more visibility for the transgender community than ever before, *there is still a lot of work to be done in regards to acceptance, equality, and representation.*

**2020**

**The most violent year towards transgender & gender non-conforming (GNC)\* people.**

*Of the 37 victims killed in 2020, 22 were Black and 7 were Latinx, disproportionately affecting Transgender Women of Color.*

**2021**

**Already the record year for anti-transgender legislation.**

(Source: Human Rights Campaign)

## How to support:



Authentically represent transgender and GNC\* people in your marketing.



Work with transgender and GNC\* influencers, creators, and activists. *We can help here.*



Use inclusive language in your marketing.



**SUPPORT TRANSGENDER ORGANIZATIONS & NON-PROFITS**

### **Black Trans Travel Fund**

*Provides economic and material support and safety resources to Black Trans women.*

### **The Okra Project**

*A collective that provides home-cooked and healthy meals to Black trans individuals in need.*

### **Trans Women of Color Collective**

*The Trans Women of Color Collective's mission is to support and uplift the narratives of trans and gender non-conforming women of color.*

## MARK THESE IMPORTANT DATES COMING UP

June 2021

**Pride Month**

October 11, 2021

**National Coming Out Day**

October 20, 2021

**International Pronoun Day**

November 2021

**Transgender Awareness Month**

November 20, 2021

**Transgender Day of Remembrance**

\* Non-binary and gender-non-conforming (GNC) is used when referencing people who identify with a gender outside of the male-female gender binary. In really simple terms, a non-binary or GNC person is someone who does not identify as exclusively a man or a woman.

## LYTEHOUSE

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