



LGBT athletes. Straight allies. **TEAMING UP FOR RESPECT.**



SUPPORT YOU CAN PLAY

- Support us on social media by using **#YouCanPlay** and tagging **@YouCanPlayTeam**
- Donate or plan a fundraising event or campaign to support **You Can Play**
- Host a speaking event, training, or panel
- Create and share your **You Can Play** video
- Promote inclusive policies and programs that support the LGBT community

OUR STAFF

WADE DAVIS

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MISSION:

You Can Play works to ensure safety and inclusion for all who participate in sports, including LGBT athletes, coaches and fans. **You Can Play** believes sports teams should focus on the athlete's skills, work ethic, and competitive spirit, not their sexual orientation and/or gender identity.

HISTORY:

In 2012, **You Can Play** was launched by Patrick Burke of the NHL along with Brian Kitts, a sports and entertainment marketing executive, and Glenn Witman of GForce Sports. Brendan Burke, the brother of Patrick Burke and son of Brian Burke, longtime NHL team executive, made international headlines when he came out as gay in 2009. A few months after he came out, Brendan died in a car accident. **You Can Play** was founded in Brendan Burke's honor.

You Can Play's current Executive Director, Wade Davis, is a former NFL player and is one of the few openly gay men to have played professional sports. Wade was a defensive back for the Tennessee Titans, Washington Redskins, Seattle Seahawks, and for two NFL Europe teams.

PARTNERSHIPS:

Our partners include the National Hockey League (NHL), National Football League (NFL), Canadian Football League (CFL), Canadian Women's Hockey League (CWHL), Major League Soccer (MLS), World Wrestling Entertainment (WWE), America East Conference, Colorado High School Activities Association, Canadian Olympic Committee (COC).



EDUCATION & RESOURCES

- **You Can Play** trainings for athletes, coaches, and organizational staff
- Speaking events about diversity and LGBT inclusion
- Curriculum development and customized Playbooks



PROGRAMS & EVENTS

- **You Can Play** Nights at professional, collegiate, and community games
- Professional partnership programs, such as the Hi-Five Initiative
- International and regional events (Pride parades)



COMMUNICATIONS & MEDIA

- **You Can Play** videos posted on website and social media
- Crisis communication management
- Media talking points for leagues and partners