

## **LGBTQ+ community and supporters won't be gagged in new campaign against Florida's "Don't Say Gay" law.**

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In a powerful stand against Florida's "Don't Say Gay" law, a consortium of organizations and individual artisans have come together to speak up in support of the LGBTQ+ community with a new campaign dubbed, "The Gay Gag Order."

Led by the non-profit organization Live Out Loud and healthcare advertising agency CDMP (part of the Omnicom Health Group), the predominantly digital and social campaign uses a familiar product of Florida – the orange – as a symbol of defiance and revolution.

"Everyone associates oranges with Florida," said CDMP Executive Creative Director Gary Scheiner. "But when you slice an orange and place the wedge in your mouth, it acts as a gag, preventing speech. That is in essence what this law is doing, and we won't stand for it."

The ads feature members of the LGBTQ+ community and allies looking directly at the viewer with an orange peel in their mouths and the headline, "Florida Can't Gag Me." The stark black and white photography coupled with the bright orange wedge in full color is striking and hard to ignore. Volunteers from all around the country are taking part to demonstrate solidarity with students and teachers in Florida, underscoring that while their government doesn't want to hear from them, there is a whole community that does.

"Live Out Loud was founded to give this marginalized, often brutalized community a voice and a support system," says Live Out Loud Founder and Executive Director Leo Preziosi Jr. "When we saw this campaign for the first time, our jaws dropped. It stood for everything we're about. And we knew we had to get behind it."

All communications direct viewers to [www.gaygagorder.com](http://www.gaygagorder.com), a special page on the [Live Out Loud](#) website where they can watch stories of triumph, self-worth, and encouragement, and share their own stories. There are also resources for students, parents, and educators, to help guide them through this challenging time.

One of the unique aspects of the campaign is it's being photographed by a cadre of photographers from all around the country. "As word is spreading about what we're doing, people of all ages, backgrounds, and geographies are stepping forward and asking to participate," says CDMP Creative Director Chelsea Ellsworth. "We have middle school and high school kids. Educators. Parents and friends. Our goal is to create a movement of support, so we want to be able to capture as many people as possible. As soon as we get a volunteer in one city or town, we reach out to the photography community and within hours we have someone who's willing to lend us their talent, their studio, and their team." Next up to join the campaign, Florida's first openly-gay state senator, Shevrin Jones.

The campaign will initially live on out-of-home media in-and-around Florida public schools as well as online, but it was designed to be participatory.

“Because an orange is universal and the act is so simple, our hope is that people will start posting their own orange wedge selfies with the hashtag #gaygagorder and their message of support,” says Scheiner. “We want Florida to hear our voices loud and clear from every corner of the country, and beyond.”

The Gay Gag Order goes live today and hopes to spread quickly ahead of the law going into effect on July 1<sup>st</sup>.

### **About Live Out Loud**

Live Out Loud understands that Lesbian, Gay Bisexual, Transgender and Queer (LGBTQ+) youth need a strong system of support, including the presence of positive LGBTQ+ role models to successfully navigate the challenges of developing both a healthy social and sexual identity. In order to support the growth of LGBTQ+ youth, Live Out Loud conducts programs in high schools, middle schools, and colleges for LGBTQ+ and allied students. These programs present youth with role models from the LGBTQ+ community who give them tangible examples of the successful relationships, career opportunities, and social fulfillment that are available to LGBTQ+ people.

### **About CDMP**

CDMP is a global healthcare advertising agency with a mission to be lifechanging. The agency focuses on first-of-their-kind brands and companies looking to make a meaningful difference in the world with novel, breakthrough therapies or tools that address real unmet needs in healthcare. Located in Princeton, New Jersey and San Francisco, California, CDMP focuses on communications to professionals, patients, caregivers, and advocacy groups. CDMP is part of CDM Worldwide and a member of the Omnicom Health Group.

### **About Omnicom Health Group**

Omnicom Health Group ([www.omnicomhealthgroup.com](http://www.omnicomhealthgroup.com)) is a global collective of communications companies with more than 4,500 dedicated healthcare communications specialists. It provides marketing services to the health and life-science industries and is powered by Omni Health, the first and only end-to-end data platform designed for the specific requirements of healthcare clients. Organized around four customer groups—healthcare professionals, patients, payers, and medial, evidence and regulatory stakeholders—Omnicom Health Group serves more than 100 clients worldwide through a combination of specialized agencies, customized client solutions, and collaborations with other Omnicom network agencies. Omnicom Health Group is part of the DAS Group of Companies, a division of Omnicom Group Inc.

**Sponsor Contact:**

Gary Scheiner  
[gary.scheiner@cdmpagency.com](mailto:gary.scheiner@cdmpagency.com)

**Media Outreach:**  
Gena Pemberton  
[gena.pemberton@omnicomhealthgroup.com](mailto:gena.pemberton@omnicomhealthgroup.com)

**Participating Companies, Organizations, and Artists:**

