

ultra

# Kidtelligence

## THE NEXT GENERATION OF PRIDE



Blue's Clues made big news this month for releasing The Blue's Clues Pride Parade, a salute to pride month featuring Nina West and an inclusive group of animated LGBTQIA+ characters.

Reacting to the support of the video online, West tweeted, "Reading all the incredible comments about how impactful and powerful the latest Blue's Clues video for Pride has been to so many is inspiring and humbling. Representation matters. Teaching kindness matters. YOU matter. Thank you @Nickelodeon @nickjr for including me."

Blue's Clues isn't alone in embracing LGBTQIA+ representation in kids' media. Over the past 5-years we have seen several shows like My Little Pony, Arthur, Owl House, Steven Universe and She-Ra focus on LGBTQIA+ characters and themes.

Last year, the Hulu animated series The Bravest Night, added a family with two dads.

Wilson Cruz, a co-star in the new Hulu animated children's series "The Bravest Knight," describes the show's dad couple this way: "We're not explaining homosexuality, or same-gender sexuality. We're talking about the love of a family."

When asked about a recent 1st grade lesson on gender pronouns, New York City Schools Chancellor, Miesha Rose perfectly explained the importance of representation for kids at a young age.

**"We have young people who are grappling with who they are and it's important for us to teach tolerance. We know that, more than anything, in these days and times that we're living in, you're never too young to learn to appreciate, respect and engage in behaviors that demonstrate your tolerance for other people."**

- New York City Schools Chancellor, Miesha Rose

And it's not just children's media that are embracing LGBTQIA+ youth this Pride month.

LEGO just released a new LGBTQIA+ themed set called "Everyone is Awesome", Build A Bear Workshop has an entire Pride section on their website dedicated to the idea that Love Wins, and Mattel has released a new Play with Pride version of Uno.

As Pride celebrations grow to include more families, allies, and advocates of the LGBTQIA+ community and more young people get involved with events like youth Pride festivals and parades, many family-focused companies are stepping up to support LGBTQIA+ youth. Companies like Old Navy, Vans and Levi's are not only releasing special edition youth focused Pride products but are also donating and supporting organizations that advocate for LGBTQIA+ youth.

With nearly 1 in 6 Gen Z adults (aged 18 to 23) identifying as something other than heterosexual, and the younger Gen Z population's increased gender fluidity, this amplified representation and acceptance will only become more important over time.