

THE COURAGE TO BE

TRULY FREE

CoCo's
Blueprint
for Self
Revival

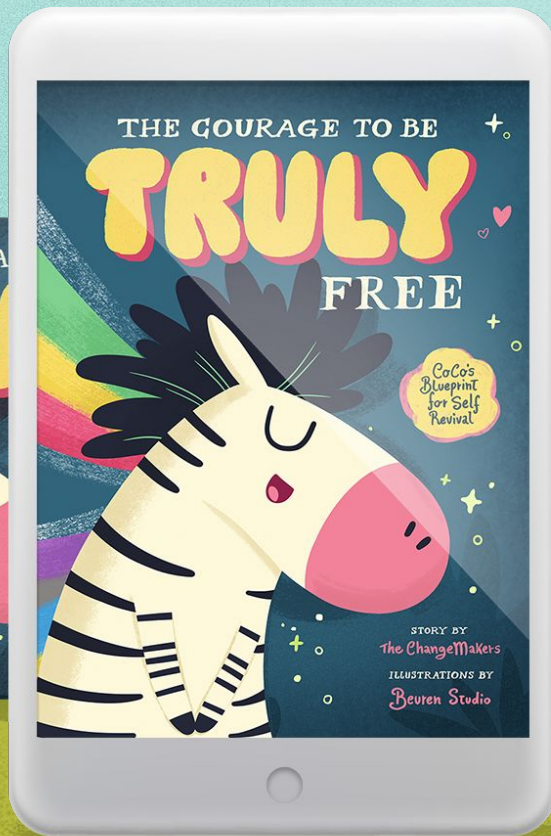
STORY BY
The ChangeMakers

ILLUSTRATIONS BY
Beuren Studio

Toolkit

alliance
FOR LGBTQ YOUTH

available at
amazon



Hello there,

Alongside the ChangeMakers, a group of Youth Leaders at **The Alliance for LGBTQ Youth in Florida**, we published a children's book in response to Florida's controversial "Don't Say Gay" bill and the man who signed it law one year ago, Ron DeSantis. The law aims to silence LGBTQ youth in search of their identities, prohibiting teachers from discussing sexual orientation and gender identity in classrooms. Our book, titled "The Courage to Be Truly Free: Coco's Blueprint for Self Revival," plays off the title of DeSantis' book launching the same day, ironically titled "The Courage to Be Free: Florida's Blueprint for America's Revival".

We want MORE people talking about this, and would love you to join us! We need your help to spread the word by tapping into your social presence. Our book launched February 28th, 2023 and the one year anniversary of the bill being signed into law is March 28th, 2023.

alliance
FOR LGBTQ YOUTH

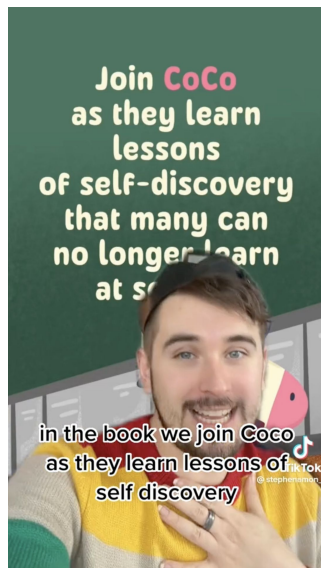
FULL PRESS RELEASE

HELP US MAKE NOISE LEADING UP TO MARCH 28th!

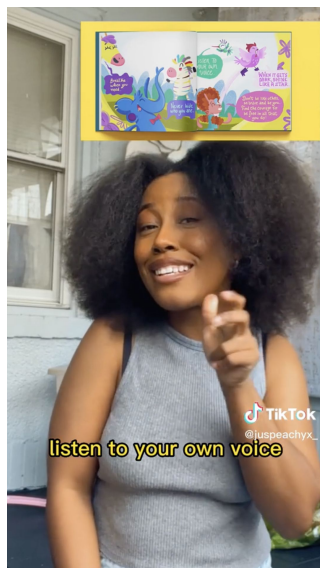
DO YOUR OWN LIVE READING OR SHARE THE MESSAGE

For the launch of our book, we did a live reading at Common Ground Bookstore in Tallahassee, Florida, just five blocks from the Governor's Mansion. [See here!](#) But if you missed it, no worries. You can still help!

We'd love it if you could share your own live reading to your Instagram or TikTok and help us make some noise! Check out the examples and, if you post to Instagram, be sure to tag [@all4lgbtyouth](#).



[@stephenamon_](#)



[@juspeachyx_](#)



[@lostsheep1313](#)



[@teshietesh](#)

SEE EXAMPLES LINKED >

LEARN MORE AND LINK THE WEBSITE

Our website, thecouragetobetrulyfree.com, is a hub of information, resources and more details about our book. Those who come to the site will be able to easily access the free digital downloadable version of the book, as well as learn more about the ChangeMakers and the Alliance for LGBTQ Youth, the masterminds behind this entire initiative.

The screenshot shows the website for the book "The Courage to Be Truly Free". At the top left is the "alliance FOR LGBTQ YOUTH" logo. On the top right are "Home" and "Donate" links. The main content area features a video player with a colorful illustration of a zebra character named Coco in a landscape with a rainbow and a dragon. Text to the right of the video says "available at amazon" and "TheCourageToBeTrulyFree.com". Below the video is the headline "JOIN COCO AS THEY LEARN LESSONS OF SELF-DISCOVERY THAT MANY CAN NO LONGER LEARN AT SCHOOL". There are two buttons: "Free Download" and "Donate on Amazon". Below these buttons is a note: "Free download available Feb 20th. All proceeds from Amazon go to The Alliance for LGBTQ Youth." At the bottom of the page is a smaller image of the book cover and the text "A BOOK WITH A POWERFUL MESSAGE".

[SEE WEBSITE](#)

OR SHARE THE LAUNCH VIDEO POST

Please share our launch video to social and help get the word out about our book.

[YouTube LINK](#)

Post Copy (suggested short version): When Ron DeSantis launched “The Courage to Be Free,” @all4lgbtyouth fought back with “The Courage to Be TRULY Free”. Check out thecouragetobetrulyfree.com and get your free copy. [#thecouragetobetrulyfree](https://twitter.com/thecouragetobetrulyfree)

Post Copy (long version): When Florida’s Governor signed the “Don’t Say Gay” bill into law, it took away children’s rights to have open conversations about self identity in the classroom. In response, our book, “The Courage to be Truly Free”, a play on the Governor’s new book, serves as an educational tool for kids – and lawmakers – to learn about love, acceptance, and embracing who you truly are. thecouragetobetrulyfree.com [#thecouragetobetrulyfree](https://twitter.com/thecouragetobetrulyfree)

TheCourageToBeTrulyFree_Launch Video.mov
TrulyFree_LaunchVideoThumbnail.jpg

[DOWNLOAD ASSETS](#)



HERE ARE SOME STORIES TO POST

Post Copy:

When Ron DeSantis launched "The Courage to Be Free," @all4lgbtqyouth fought back with "The Courage to Be TRULY Free". Check out thecouragetobetrulyfree.com and get your free copy. #thecouragetobetrulyfree



TrulyFree_Stories_Frame1.jpg

TrulyFree_Stories_Frame2.jpg

TrulyFree_Stories_Frame3.jpg

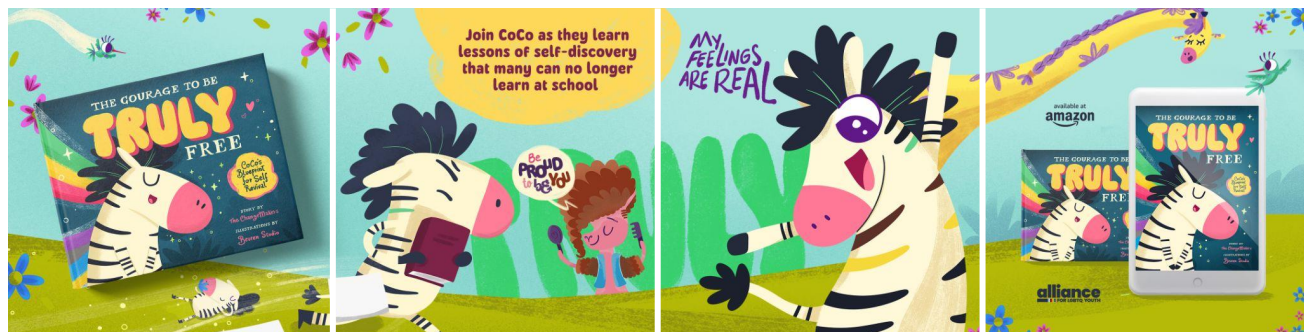
TrulyFree_Stories_Frame4.jpg

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OR AN IN FEED CAROUSEL POST

Post Copy:

When Ron DeSantis launched "The Courage to Be Free," [@all4lgbtqyouth](#) fought back with "The Courage to Be TRULY Free". Check out thecouragetobetrulyfree.com and get your free copy. [#thecouragetobetrulyfree](#)



TrulyFree_Carousel_Frame1.jpg

TrulyFree_Carousel_Frame2.jpg

TrulyFree_Carousel_Frame3.jpg

TrulyFree_Carousel_Frame4.jpg

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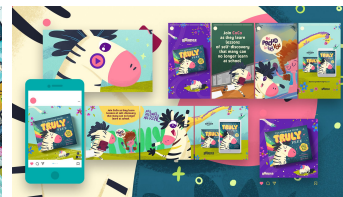
HERE ARE SOME ADDITIONAL PR ASSETS

If you're covering our story, please reference the [full PR press release](#), along with some additional assets to help us to spread the message.

Hero Assets



Additional Assets



All Pages



[FULL Press Release](#)

[PR ASSETS](#)



We appreciate your allyship, and hope you enjoyed the book and its powerful message. Let's continue to help give a voice back to communities who have been silenced.

Thank You



