



NOH8 CAMPAIGN

NO
H8[®]

www.NOH8Campaign.com

MISSION

THE NOH8 CAMPAIGN IS A CHARITABLE ORGANIZATION WHOSE MISSION IS TO PROMOTE MARRIAGE, GENDER AND HUMAN **EQUALITY** THROUGH EDUCATION, ADVOCACY, SOCIAL MEDIA, AND VISUAL PROTEST.

On November 4, 2008 Proposition 8 passed in California, amending the state Constitution to ban same-sex marriage. The defeat provoked a groundswell of initiative within the GLBT community at a grassroots level, with many new political and protest organizations being formed in response.

The NOH8 Campaign is a photographic silent protest created by celebrity photographer Adam Bouska (adambouska.com) and partner Jeff Parshley in direct response to the passage of Proposition 8. Photos feature subjects with duct tape over their mouths, symbolizing their voices being silenced by Prop 8 and similar legislation around the world, with "NOH8" painted on one cheek in protest.

Over six years since its inception, the NOH8 Campaign has grown to over 50,000 faces and continues to grow at an exponential rate. The campaign began with portraits of everyday Californians from all walks of life and soon rose to include politicians, military personnel, newlyweds, law enforcement, artists, celebrities, and many more.

While inspired by Prop 8, the scope of the NOH8 Campaign has developed to fight discrimination and bullying of all kinds. The message of 'No Hate' can be interpreted and applied broadly, and it relates to each person on an individual basis.

The NOH8 Campaign has received overwhelming support from around the world, and has appeared in various local and national news programs and publications. The images are widely used on various social networking sites such as Facebook, Twitter, and Instagram to put a face to the fight for equality and spark dialogue.

The NOH8 Campaign is a charitable organization registered with the IRS as a 501(c)(3) Non-Profit Corporation. Funds raised by the NOH8 Campaign are used to promote and raise awareness for Marriage Equality and anti-discrimination on a global level through an educational and interactive media campaign.

NOH8 CAMPAIGN

WHO WE ARE



ADAM BOUSKA CO-FOUNDER & PHOTOGRAPHER

Award-winning Celebrity & Fashion Photographer Adam Bouska (born October 31, 1983 in Decatur, IL) is known for his unique style, currently operating his photography studio in Los Angeles, California. Bouska is noted for his work from magazine covers to book covers with celebrities including Jane Lynch, Barry Manilow, Meghan McCain, Alexa Rae Joel, Deepak Chopra, Lisa Ling, Hayley Hasselhoff, James Kyson Lee, and Jai Rodriguez.

Perhaps most recognizable for his signature NOH8 Campaign portraits, Adam is no stranger to activism. Bouska teamed up with partner Jeff Parshley to develop a calendar to benefit AIDS Project Los Angeles in 2008, and Adam paired with Found Animals for 6 Packs / 9 Lives, an edgy calendar project promoting cat adoption. Recent work includes a national ad campaign featuring Nia Vardalos for HelpUsAdopt.org.

Adam Bouska was recognized by Instinct Magazine's Leading Men of 2009, The Advocate's 40 Under 40, Frontier's 25 Angelinos Making a Difference, and most recently the 17th Annual Out100. He was also recognized as the West Hollywood Community's Leading Photographer and the 2008 and 2010 Weho Awards. His work has been featured on a variety of broadcasts and publications including The New York Times, Life & Style Magazine, Guinness Book of World Records 2010, Chelsea Lately, TODAY Show, The View, and more.

Creating the NOH8 Campaign with partner Jeff Parshley is Adam's proudest work to date, and he hopes to continue traveling the world putting a face to the fight for equality.

JEFF PARSHLEY CO-FOUNDER & EXECUTIVE PRODUCER

When he laced up his shoes and ran out of the house one November night in 2008 to join the post-Proposition 8 protests with his partner Adam Bouska, Jeff Parshley (born in Nashua, NH on February 23, 1981) had no idea he was about to become an activist. The experience moved him to speak out, and that spirit inspired him to create the concept of a NOH8 photo with Adam.

After attending culinary school in New Hampshire for two years, Jeff decided to pack up and move across the country to Los Angeles. He established himself as a General Manager in the heart of the West Hollywood community. Parshley approached Adam Bouska to produce a 2009 charity calendar for AIDS Project Los Angeles; a project that would raise more than \$12,000 for the organization.

Having enjoyed that small taste of what it felt like to be an activist, Jeff has found his true calling as a leader of Team NOH8. His work with the campaign includes coordinating celebrity involvement in both NOH8 photos and videos, producing and overseeing the NOH8 public service announcements, planning and coordinating upcoming open photo shoot locations, and much more.



NOH8 CAMPAIGN

INTERESTING STATS & FACTS

STRENGTH IN NUMBERS



FACEBOOK

**1.3 MILLION
LIKES**

FB.COM/
NOH8CAMPAIGN



TWITTER

**750K
FOLLOWERS**

TWITTER HANDLE:
@NOH8CAMPAIGN



INSTAGRAM

**230K
FOLLOWERS**

INSTAGRAM NAME:
@NOH8CAMPAIGN



YOUTUBE

**2 MILLION
VIEWS**

USERNAME:
NOH8CAMPAIGN

EVERY FACE COUNTS

Over 50,000 Supporters have posed for NOH8 photos with nearly 27,000 Solo Photos and 15,000 Group Photos.

HIGHEST TURN OUT

842 Supporters in Dallas, Texas on October 16th, 2011 at Episcopal Church of the Transfiguration.

NOH8 IN MY ST8

There have been nearly 250 official NOH8 photo shoots in 45 of the 50 United States, plus D.C.

BE HEARD

Nearly 350 Supporters who have participated in an official NOH8 photo shoot have submitted stories about why they posed.

MY NOH8

Over 4,500 supporters from across the world have submitted their own amateur NOH8 selfies to our website.

NOH8 WORLDWIDE

NOH8 has hosted official events in 18 additional countries including Australia, Bahamas, Belgium, Canada, Czech Republic, Denmark, Germany, Hong Kong, Ireland, Israel, Italy, Mexico, Netherlands, Philippines, South Africa, Taiwan, Thailand and the United Kingdom.



DID YOU KNOW?

- + The NOH8 Campaign began with Co-Founder Jeff Parshley's MySpace Photo.
- + Grammy Winner Mya performed in NOH8 gear at LA Pride 2011.
- + Hip-Hop Pioneer Darryl "DMC" McDaniels issued an Anti-Homophobia Hip-Hop Challenge through NOH8.
- + December 13th has been declared Official NOH8 Day in the City of West Hollywood, CA.
- + Republican Cindy McCain, wife of Senator John McCain, made headlines twice for her NOH8 involvement; first for her photo, and later for her involvement in an anti-bullying PSA. Her NOH8 photo became one of AOL's Top 10 Downloaded Images in January 2010.
- + Mel B. (Spice Girls' Scary Spice) hosted NOH8's 2nd Anniversary Celebration.
- + Co-Founder Adam Bouska has photographed all 40,000+ official NOH8 photos.
- + Over 100 U.S. Congressmen have posed for NOH8 photos, including 12 United States Senators.
- + The NOH8 Campaign won "Best Viral Campaign" at the 5th Annual Mashable Awards.



THE NOH8 CAMPAIGN HAS HOSTED OFFICIAL EVENTS
IN COMMUNITY VENUES ACROSS THE NATION!



PRIDE CELEBRATIONS

Cape Town Pride in South Africa, Vermont, Los Angeles, Orange County, Long Beach, Bakersfield (CA), South Florida, Miami (FL), North Carolina, and Las Vegas. Co-Founders Adam Bouska and Jeff Parshley were named Grand Marshals of the 2010 Stonewall Street Pride Festival in Wilton Manors, FL. San Antonio Pride 2012's Theme was 'A NOH8 City', requested by local 6th Grader Gavynne Rodriguez. Adam Bouska was named Grand Marshal.

.....



SCHOOLS

Macalester College (St. Paul, MN), California State University - Northridge (Pride Center Grand Opening), Spelman College (Atlanta, GA), University of Houston (TX), El Camino Real Charter High School (Woodland Hills, CA), University of Montana, and Black Hills State University (Spearfish, SD), Texas A&M University (College Station), Northern Arizona University, Illinois State University, Rutgers University (New Brunswick & Camden), University of Alabama (Tuscaloosa & Birmingham), Indiana University-Purdue University Indianapolis, University of Arkansas, Coe College (Cedar Rapids, IA), Austin Community College (TX), Alvirne High School (Nashua, NH), University of Philadelphia, and Ramon Cortines School for Visual & Performing Arts (Los Angeles, CA).

.....



CHURCHES

Episcopal Church of the Transfiguration (Dallas, TX), St. Paul's Episcopal Church (Salt Lake City), Hollywood United Methodist Church (Hollywood, CA), Big Red Church (Fresno, CA), Mission Gathering (San Diego, CA), Countryside Community Church (Omaha, NE).

.....



CONFERENCES & EXPOS

2012/2013 Center for Excellence in School Counseling and Leadership's "Supporting Students: Saving Lives" Educators Conference
2012 Platinum Sponsor of the Long Island GLBT Expo
2012 Alaska Pride Conference
2011 Gay & Lesbian Task Force's Creating Change Conference in Minneapolis, MN

.....



AIDS WALK

NOH8 has hosted teams for AIDS Walk Los Angeles (2010/2011/2012/2013)

AIDS Walk New York (2011/2012), and AIDS Walk San Francisco (2012), raising over \$70,000 for local HIV/AIDS Treatment and Prevention Services.

NOH8 CAMPAIGN

FAMILIAR FACES



GIULIANA RANCIC



PETE WENTZ



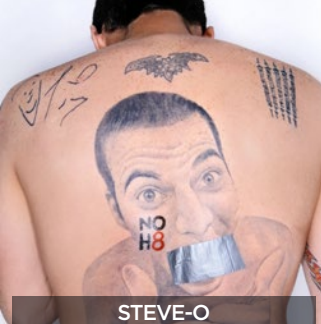
JANE LYNCH



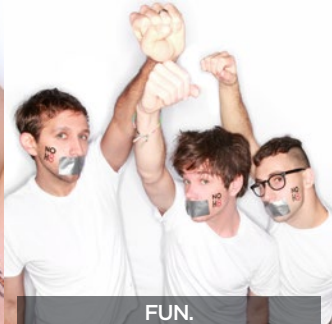
MARLEE MATLIN



KATHY GRIFFIN



STEVE-O



FUN.



LEVAR BURTON



LIZA MINNELLI



THE KARDASHIANS



ANNIE LENNOX



GEORGE TAKEI



TEGAN & SARA



FRAN DRESCHER



MEGHAN & CINDY MCCAIN



ASHLEE SIMPSON



MARTINA NAVRATILOVA



ANDY COHEN



GREG LOUGANIS



DAVID LACHAPPELLE



DEEPAK CHOPRA



LEE DANIELS



RICKY MARTIN



RACHEL ZOE



PROPERTY BROTHERS

NOH8 CAMPAIGN

FAMILIAR FACES



LANCE BASS



WEIRD AL YANKOVIC



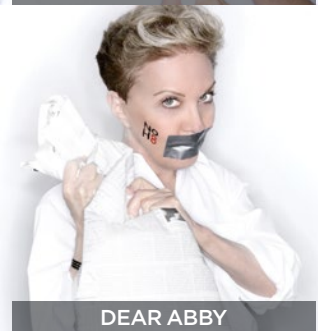
DR. DREW



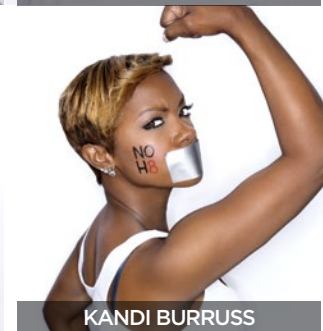
JAZZ JENNINGS



SHAILENE WOODLEY



DEAR ABBY



KANDI BURRUSS



JENNA USHKOWITZ
& KEVIN MCHALE



JAY MANUEL



PAUL BETTANY



GENE SIMMONS & FAMILY



CLEVE JONES



CONCHITA WURST



BETTY DEGENERES



LISA LING



JAMES VAN DER BEEK



CHRISTINA PERRI



JOSH HUTCHERSON



ELIZABETH WARREN



IDINA MENZEL



AISHA TYLER



ALAN CUMMING



MILEY CYRUS



DICK VAN DYKE



JOHN BARROWMAN

NOH8 CAMPAIGN

FAMILIAR FACES



VANESSA CARLTON



COURTNEY LOVE



MYA



LEANN RIMES



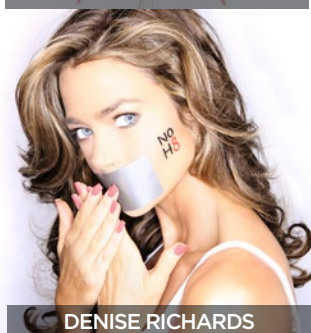
AVAN JOGIA



AMBER HEARD



DAVID HASSELHOFF



DENISE RICHARDS



CHELY WRIGHT



RUSSELL SIMMONS



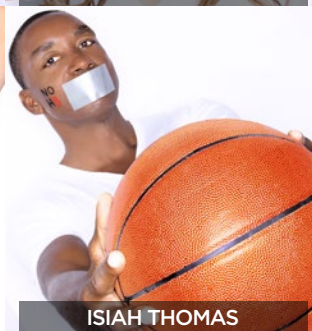
PAULEY PERRETTE



WICKED



TORI SPELLING



ISIAH THOMAS



SLASH



LARRY KING



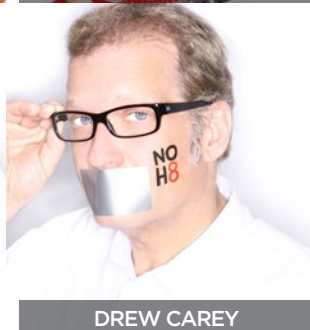
LINDSAY LOHAN



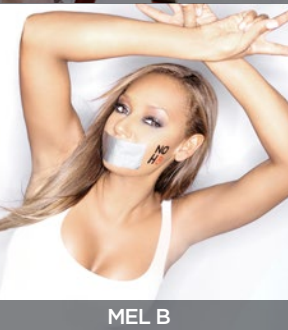
DOG THE BOUNTY
HUNTER & FAMILY



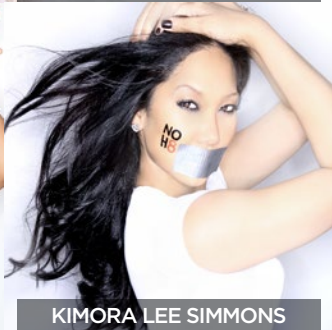
TAYE DIGGS



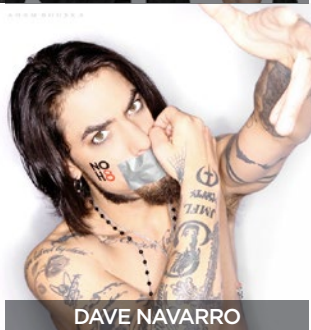
DREW CAREY



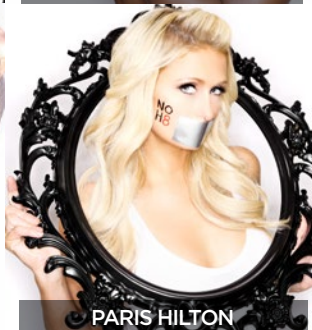
MEL B



KIMORA LEE SIMMONS



DAVE NAVARRO



PARIS HILTON



DMC

NOH8 CAMPAIGN

FAMILIAR FACES



HOT IN CLEVELAND CAST



SARA BAREILLES



MAYIM BIALIK



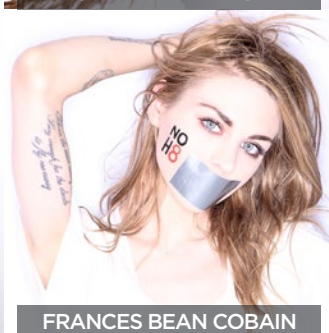
JONATHAN GROFF



ELIZA DUSHKU



JEFF PROBST



FRANCES BEAN COBAIN



VIVICA A. FOX



TARAJI P. HENSON



LEA THOMPSON



CARSON KRESSLEY



JOSS WHEDON



HOOBASTANK



NIA VARDALOS



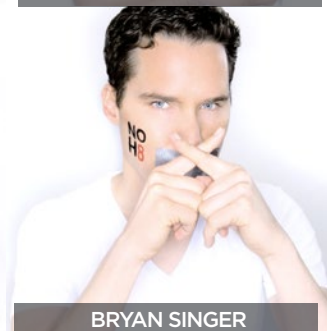
HAL SPARKS



RICKI LAKE



ADAM SHANKMAN



BRYAN SINGER



VERNE TROYER



SHAY MITCHELL



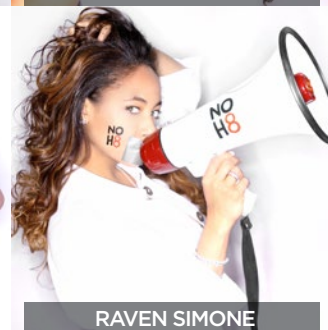
WWE



KID CUDI



LENA HEADEY



RAVEN SIMONE

NOH8 CAMPAIGN

THE GROWING COLLAGE

2008 **9** PORTRAITS 2009 **324** PORTRAITS 2010 **7,000** PORTRAITS



2011 **15,000** PORTRAITS 2012 **30,000** PORTRAITS

NOH8 CAMPAIGN

FEATURES & PRESS



NOH8 CAMPAIGN

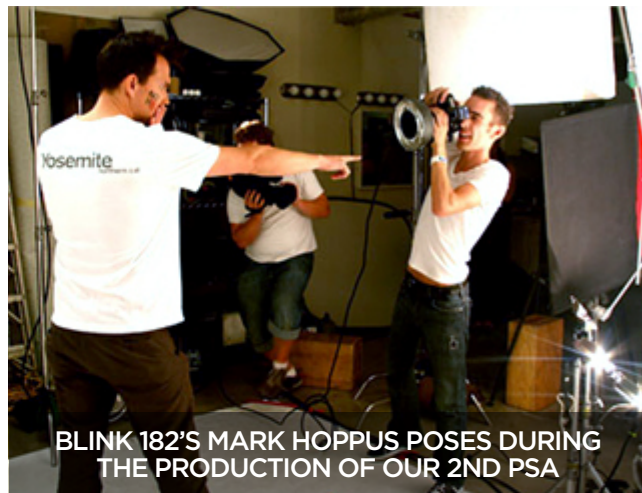
BEHIND THE SCENES & EXTRAS



GIULIANA RANCIC
UNVEILS HER PHOTO



KELLY OSBOURNE
SPORTS A NOH8 TAT



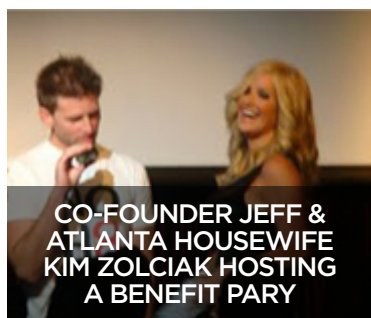
BLINK 182'S MARK HOPPUS POSES DURING
THE PRODUCTION OF OUR 2ND PSA



LADY GAGA SHOWING
OFF HER
NOH8 BRACELET



CO-FOUNDERS ADAM & JEFF SHOWING CITY
HALL'S PROCLAMATION SHOWING DEC. 13TH
IS OFFICIAL NOH8 DAY IN WEST HOLLYWOOD



CO-FOUNDER JEFF &
ATLANTA HOUSEWIFE
KIM ZOLCIAK HOSTING
A BENEFIT PARY



THE KARDASHIANS POSE
WITH A SPECIAL EDITION
ALL ♥ NOH8 SHIRT



DEBI MAZAR GETTING
PAINTED FOR HER
PORTRAIT



Jason Mraz ✓

@jason_mraz

The Official Jason Mraz You Very Much Twitter Account. For news &
#TourIsAFourLetterWord updates, follow Team Mraz: @therkop

San Diego, CA · <http://www.jasonmraz.com>

JASON MRAZ'S
NOH8 TWIBBON

