

**Bursting Through**  
**Interactive Allyship Activation**

**Did you know?** 55% of the adult US population identify as LGBTQ+ supporters.

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**And...** the percentage of US adults who self identify as gay, bisexual, transgender or something other than heterosexual has increased to 7.1%.

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**Yet...** anti-LGBTQ+ mobilization has significantly increased in recent years. Legislation targeting LGBTQ+ rights more than doubled in 2024 and 26 states now have book bans in place banning books with a LGBTQ+ people or themes.

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**So...** anti-LGBTQIA+ rhetoric, violence and legislation at the state level are on the rise even though the LGBTQ+ community is growing and some federal protections have been put in place.

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**WHY?** Because, we (Allies and the LGBTQ+ Community) are not as visible and verbal as the LGBTQ+ hate movement.

# WHY ARE WE LESS VISIBLE?

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## HATE IS ORGANIZED.

Hate groups are grassroots, highly organized and constantly taking action. They have won significant battles at all levels of American government and society - from local school boards to the federal courts.

We (Allies and the Queer Community) are not as organized and actionable. We tend to rely too heavily on huge political organizations like HRC and PFLAG to do the heavy lifting, counteract the hate and solve the problem.

**WE CAN AND WILL CHANGE THAT.**

# HOW DOES THE ACTIVATION WORK?

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The **Bursting Through Interactive Allyship Activation** provides a simple, straight-forward statistic and asks one powerful question.

The answers to that question create connection, open up meaningful dialogue and offer insight into responders beliefs and values.

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Over a 4 year period, **Bursting Through** has collected over 500 Allyship belief statements, and witnessed countless people read the Allyship beliefs of others.

The Allyship majority has shown their desire to know like-minded people, connect, and share a human experience.

# THE QUESTION AND ANSWERS LOOK LIKE:



**What does allyship mean to you?**

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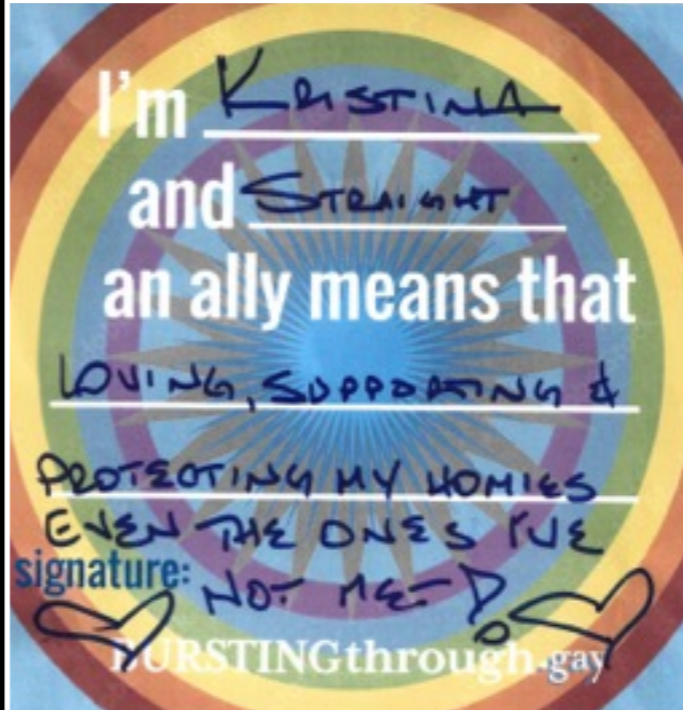
**55% of the adult US population self-identify as LGBTQ+ allies and 7.1% self-identify as LGBTQ+**

**If you're straight, what does being an ally mean to you?**

**If you're LGBTQ+, what does having an ally mean to you?**

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Share your message of allyship with us and on your social media.  
**#burstingthrough**



I'm KRISTINA  
and STRAIGHT  
an ally means that  
LOVING, SUPPORTING &  
PROTECTING MY HOMIES  
EVEN THE ONES IVE  
signature: NO. NEED  
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I'm CHRIS  
and GAY  
an ally means that  
NO MATTER WHAT HAPPENS  
WE STAND, UNITED IN LOVE  
signature: Chris  
BURSTINGthrough.gay



I'm Jesse  
and bi sexual  
an ally means that  
I have someone I can trust  
to share my experiences  
signature: Jesse  
BURSTINGthrough.gay




I'm Veridian  
and I am transgender  
an ally means that  
You actively consider your  
perspective & privilege  
signature: Saint Veridian  
BURSTINGthrough.gay

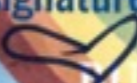
I'm ALYSSA  
 and BI AF  
 an ally means that  
 YOU BE THE SAFE <sup>SPACE</sup> YOU NEEDED  
 @ THE START OF YOUR JOURNEY  
 signature:   
 BURSTINGthrough.gay

I'm Emma  
 and Straight  
 an ally means that  
 I will support you  
 no matter what my  
 love   
 signature:   
 BURSTINGthrough.gay

I'm Kiara  
 and BISEXUAL  
 an ally means that  
 you open educate yourself  
 + are open + loving to everyone  
 signature: Kiara  
 BURSTINGthrough.gay

I'm Aaron  
 and I'm gay  
 an ally means that  
 feeling loved + supported  
 by my friends + family  
 signature:   
 BURSTINGthrough.gay

I'm Nora  
 and Abro  
 an ally means that  
 just be ok with whoever  
 your friend is happy with  
 signature:   
 BURSTINGthrough.gay

I'm KRISTINA  
 and STRAIGHT  
 an ally means that  
 LOVING, SUPPORTING &  
 PROTECTING MY HOMIES  
 EVEN THE ONES IVE  
 signature: NOT ME   
 BURSTINGthrough.gay

# THE IMPACT!



# WHY INSTALL AN ACTIVATION

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**Installing Bursting Through's Interactive Allyship Activation will:**

- **Create social change and build community through direct engagement, creativity and expression.**
- **Increase a sense of belonging and welcome for Allies and LGBTQ+ guests.**
- **Show commitment to safety and Active Allyship for the LGBTQ+ community.**
- **Give your guests and organization members an opportunity to join the conversation and let their voices be heard.**
- **Further your commitment to diversity, inclusion, and community.**



# EXECUTION OPTIONS

These are many forms the over 550 messages and the experience can take. Each installation allows the guest to add their Allyship belief statement.



Final look will be driven by shared vision, space and budget.



**Corey Fagan**

**This activation is truly powerful. I am honored to have Bursting Through and Steve Petersen at First Friday to help create positive conversations and critical thought processes.**

At First Friday Las Vegas, we spend a lot of time talking to our guests about the businesses we invite to be a part of the art community and our event. Every person we talk to about Bursting Through has had a wonderful experience interacting with Bursting Through. I have been drawn into the experience myself and have personally left a message.

I have also witnessed many people stopping at the Bursting Through space and having an authentic emotional experience while reading and discussing the messages left by others. I look forward to Bursting Through creating experiences like this in other venues and continuing to gather and share these powerful messages.



**Corey Fagan, Executive Director First Friday Foundation, Las Vegas**

**Bursting Through is a Social Justice Movement for Allies and the Queer Community creating change through the power of storytelling and community building.**

**Bursting Through is casting aside the belief that safety and good quality of life for your LGBTQIA+ loved ones is the responsibility of other people or politicians.**

**That responsibility to create the neighborhoods and communities we want belongs to all of us.**

**Social responsibility and creating the world we want to live in is not just something we say, it is something we do through our actions and interactions.**

**When purpose driven organizations and people come together, we all win.**

# CONTACT

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Steve Petersen

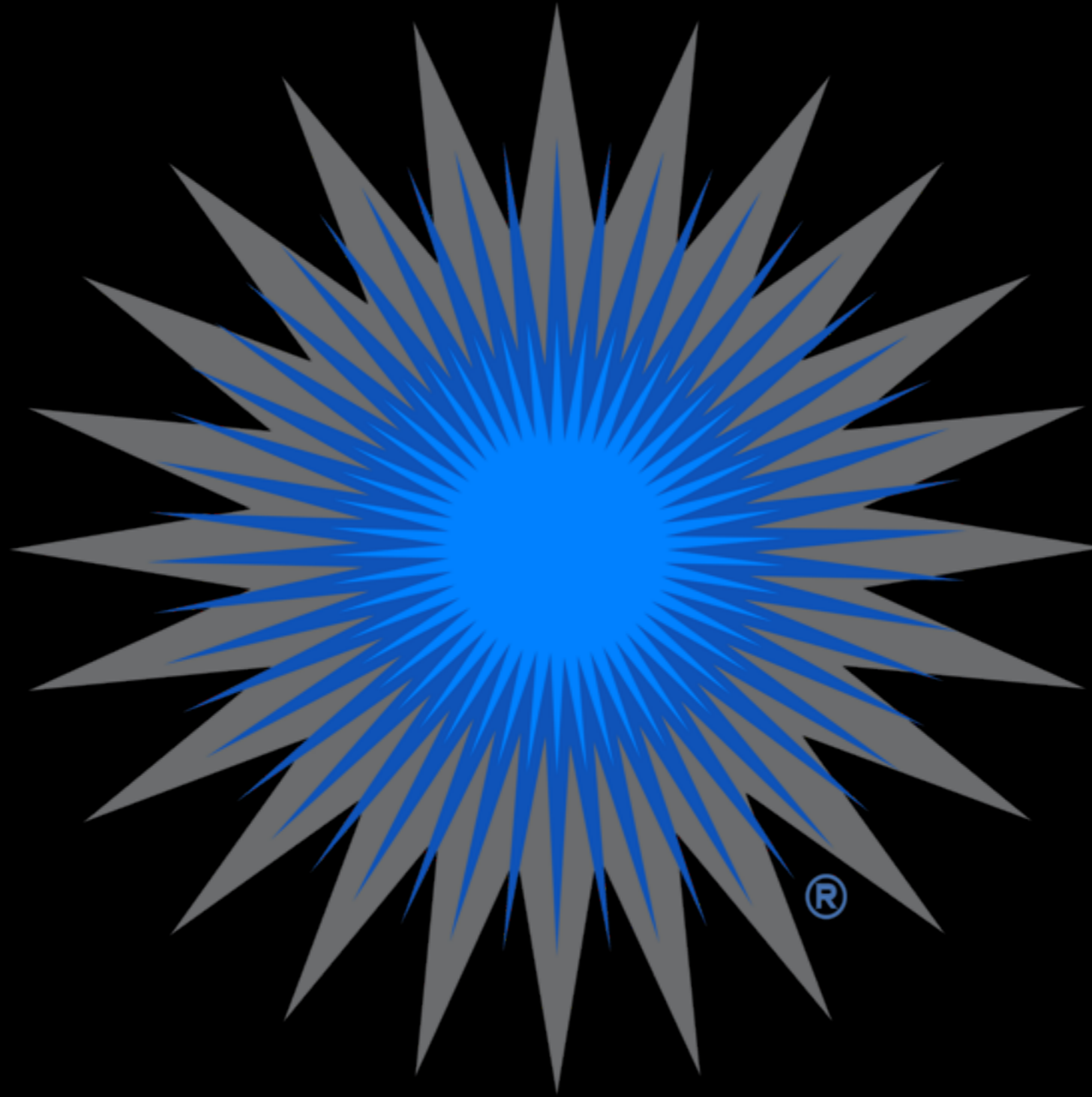
**Schedule a 30- Minute  
Discovery Call with Steve.**

**Email:** [Steve@burstingthrough.gay](mailto:Steve@burstingthrough.gay)

**Phone:** 515-554-1132

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**BURSTING through<sup>®</sup> LLC**



**Thank you!**