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David McFarland, Former Chair and CEO of The Trevor Project, Launches United for Equality in Sports & Entertainment (UESE)

New non-profit organization will work to achieve equality in sport and entertainment for all lesbian, gay, bisexual and transgender athletes and artists.

May 29, 2013 (LOS ANGELES) — **David McFarland**, a global philanthropy advisor and former Chair and CEO of the Trevor Project, today launched the new nonprofit organization **United for Equality in Sports & Entertainment** (www.UESE.org). The new organization will serve as a national and international advocacy group in achieving equality in sport and entertainment for lesbian, gay, bisexual and transgender (LGBT) athletes and artists.

“I am thrilled to announce the launch of United for Equality in Sports & Entertainment. Sport and entertainment have the unique power to ignite, attract, mobilize and inspire. By their very nature, sport and entertainment provide effective platforms to promote the ideals of respect, acceptance, fairness, sportsmanship and equality for all. As a community that cares, we must take a bigger stance now, particularly for LGBT youth who need the leadership of an organization like **UESE**. Each one of us deserves a chance to dream for the future, no matter who we are, who we love or how we express our gender. For too many LGBT young people, the built-in safety nets of support, acceptance and caring do not exist in sport,” said McFarland, **UESE**’s CEO.

Since leaving his leadership post as Chair and CEO at The Trevor Project in 2012, McFarland has spent the last year developing and building the

infrastructure and mission for **UESE**. **UESE**, based in Los Angeles, will steer the conversation around promoting equality for all in sport and entertainment. **UESE** will collaborate with its partners to raise awareness about the importance of equality as a powerful tool in the advancement of social change and the creation of a safe and educated environment for openly LGBT athletes and artists.

As a core value, **UESE** will serve as a major catalyst for change by taking an active role in building coalitions, collaborating with leading change agents and creating alliances with organizations in sport and entertainment to move from the passive notion of tolerance towards the active concept of acceptance to accelerate equality for all. Sport and entertainment are two of the last closets that exist in our culture.

In its inaugural year, **UESE** will achieve its goals by developing and encouraging dialogue, collaboration and partnerships with national and international sports organizations, the private sector, academia, media and key members of the sport and entertainment communities.

In the coming months, **UESE** will be announcing its founding partners, which will include numerous high-profile partner organizations and individuals dedicated to promoting equality and social change in the sports and entertainment industries. These partners will include leading innovators and change agents both globally and in the U.S.

For media bookings and press inquiries, please contact Mark Umbach at 323-850-0079 or mark@maciasmediagroup.com.

About David McFarland

David McFarland is a former NCAA Division I athlete, entertainment executive and currently serves as a Global Philanthropy Advisor and Chief Strategist to individual philanthropists and leaders from a variety of sectors including: nonprofit organizations, social enterprises, media, entertainment, sports, business, technology, policy, government, NGO's and foundations to tackle critical social and development issues.

Most recently McFarland was appointed to serve on the executive committee of the U.S. National Action Alliance for Suicide Prevention (NAASP), a public-private partnership launched by the Obama Administration to address the state of suicide prevention and mental health in the U.S. for all Americans, particularly for high risk groups like military veterans and youth. The NAASP is working directly with the

Administration, leadership in government and with key private sector partners like the National Football League (NFL).

While at The Trevor Project, David led Trevor to being recognized by the White House and the Administration as a Champion of Change and national leader for LGBTQ youth.

McFarland's career has been dedicated to promoting social responsibility and youth-serving initiatives creating innovative and breakthrough solutions, social impact and transformational change. As an executive with an established track record of success, he brings 20+ years of successful leadership through his work in a broad range of sectors, including: entertainment, sports, media, nonprofit, financial management and investments, digital communications, TV/film, advertising, marketing and communications.

About United for Equality in Sports & Entertainment

UESE is a 501 c 3 not-for-profit organization whose mission is dedicated to advancing and achieving equality in sport and entertainment for the lesbian, gay bisexual and transgender (LGBT) community at all levels of sport and entertainment.

For more information about **United for Equality in Sports & Entertainment**, please visit: www.UESE.org

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