

# Black Girl Hockey Club

## GET UNCOMFORTABLE CAMPAIGN

*Disrupting the status quo in hockey*



### Take the Pledge



1

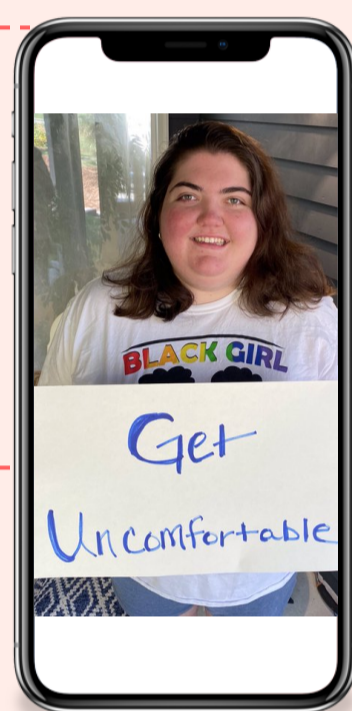
Visit [BlackGirlHockeyClub.org/GetUncomfortable](https://BlackGirlHockeyClub.org/GetUncomfortable) to take the pledge. Filling out this form gives us information about you so we can keep you informed on next steps.

### Snap a selfie of video!

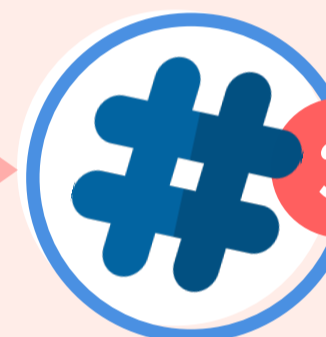


2

- Take a pic of yourself showing off your commitment to making hockey welcoming for everyone!
- Make a sign that says #GetUncomfortable too!
- Need some video tips? See below for ideas on what to say!



### Share it!



3

Use the hashtag #GetUncomfortable and #BGHC on social media to show us and the world that you support disrupting racism.

## ENHANCE YOUR VOICE WITH THESE VIDEO SCRIPT TIPS



We want to know what YOU have to say. If you're stumped, use this template to fill in the blanks with YOUR IDEAS on what you plan to do to make a difference.



A



### WHO

State your name, where you're from, and your affiliation!

Example:  
"Hi! I'm (name) from (city) and I'm a fan of (fav hockey team or where you work)."

"Hi! I'm John from Chicago and I'm a lifelong Blackhawks fan."

B



### WHAT

State that you've taken the BGHC pledge to #GetUncomfortable and what you plan to do!

BGHC will be contacting EVERYONE who takes the pledge with a series of ongoing solutions we ALL can do to show support.

Example Actions:

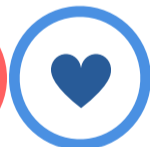
- Research allyship, Black involvement in hockey, & anti-racism work to fill the gaps
- Donate to BGHC or other grassroots orgs dedicated to BIPOC talent & hockey inclusion
- Advertise job opportunities within "non-traditional" hockey markets,
- Offer paid internships

Example:

"I took the Get Uncomfortable pledge and am committed to (state what you plan on doing!)"

"I took the Get Uncomfortable pledge and am committed to researching the history of Black involvement and donating money to HBCU hockey programs to make sure hockey's future is truly inclusive."

C



### WHY

State why you took the pledge and committed to doing what you stated.

Example:

"I took the pledge because (state your reason why)."

"I took the pledge because I love the game of hockey so much and everyone should feel comfortable, invited, and welcomed."

