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## **SKITTLES® AND TODRICK HALL PARTNER TO DONATE \$100,000 TO NATIONAL BLACK TRANS ADVOCACY COALITION**

*Donation will support BTAC's work to improve the lived experience of transgender people, as brand doubles down on support for LBGTQ+ community*

**NEWARK, N.J., (July 14, 2020)** – This June, SKITTLES gave up its signature rainbow by removing the iconic branding to celebrate the LGBTQ+ community. But the brand's LGBTQ+ advocacy extends beyond the month of June. Coming on the heels of the brand releasing its limited-edition SKITTLES Pride Packs and donating \$100,000 from pack sales to GLAAD, the world's leading LGBTQ+ media advocacy group, SKITTLES has partnered with Todrick Hall to donate \$100,000 to the National Black Trans Advocacy Coalition (BTAC). The donation will support the group's work to improve the lived experience of transgender people, including its Black Trans COVID-19 Community Response Fund initiative that benefits transgender families impacted by the Coronavirus in the U.S.

Established in 2011, the National Black Trans Advocacy Coalition is the only national organization led by black trans people to collectively address the inequities faced in the black transgender human experience. BTAC advocates to end poverty, discrimination in all forms and its human inequities faced in health, employment, housing and education that are rooted in systemic racism, to improve the lived experience of transgender people. The organization's work is based in peace building, community education, public policy initiatives, empowerment programs and direct services

"Pride this year has been unlike any I've experienced before. With the pandemic putting a stop to all in-person celebrations, and the events that have sparked much needed conversations around racial equity and support for Black members of the LGBTQ+ community, it may be the most important Pride in my lifetime," said Todrick Hall. "It means a lot to me to be partnering with Skittles to make this donation to the Black Trans Advocacy Coalition, an organization from my home state of Texas that is doing important work helping to uplift some of the most marginalized and underrepresented voices in the LBGTQ+ community during this critical time."

"In the midst of the COVID-19 pandemic, BTAC is working to minimize the heightened suffering of so many Black trans people, as an already marginalized community." said Carter Brown, National Black Trans Advocacy Coalition Executive Director. "A recent [study](#) published reflects that 67% of transgender people of color are very concerned they cannot pay their bills on debt, compared to 20% of LGBTQ people and 15% of the general population. Thanks to the support and partnership of Skittles and Todrick Hall, we will change that. With the gracious donation of \$100,000 we can now expand our current Black Trans COVID-19 initiative by ensuring at least 400-500 more Black trans people are served through the program."

"Skittles is passionate about showing its support for the LGBTQ+ community, and that support extends beyond Pride month," said Justin Hollyn-Taub, Marketing Director, Skittles. "We're excited to be partnering with Todrick Hall to make this donation to support the great work the Black Trans Advocacy Coalition is doing year-round in communities across the U.S. to fight back against discrimination and inequities experienced by transgender people."

SKITTLES Pride Packs are part of the brand's "Give the Rainbow" campaign, which has previously run in Canada, Germany and the UK. Although the Pride Packs don't feature the usual vibrant colors fans are accustomed to, the gray packaging and gray candies still feature the original five fruity flavors of strawberry, orange, grape, green apple and

lemon. The limited-edition packs are available for purchase in Share Size Packs (\$1.79) and Medium Stand Up Pouches (\$2.59) at select retailers nationwide.

For more information about SKITTLES Pride Packs and to see what else Skittles is doing to uplift the LGBTQ+ community in 2020, follow @Skittles on [Facebook](#), [Twitter](#) and [Instagram](#).

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### **About Mars, Incorporated**

For more than a century, Mars, Incorporated has been driven by the belief that the world we want tomorrow starts with how we do business today. This idea is at the center of who we have always been as a global, family-owned business. Today, Mars is transforming, innovating and evolving in ways that affirm our commitment to making a positive impact on the world around us.

Across our diverse and expanding portfolio of confectionery, food, and petcare products and services, we employ 125,000 dedicated Associates who are all moving in the same direction: forward. With \$40 billion in annual sales, we produce some of the world's best-loved brands including DOVE®, EXTRA®, M&M's®, MILKY WAY®, SNICKERS®, TWIX®, ORBIT®, PEDIGREE®, ROYAL CANIN®, SKITTLES®, UNCLE BEN'S®, WHISKAS®, COCOAVIA®, and 5™; and take care of half of the world's pets through our pet health services AniCura, Banfield Pet Hospitals™, BluePearl®, Linnaeus, Pet Partners™, and VCA™.

We know we can only be truly successful if our partners and the communities in which we operate prosper as well. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire our Associates to take action every day to help create a world tomorrow in which the planet, its people and pets can thrive.

For more information about Mars, please visit [www.mars.com](http://www.mars.com). Join us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

### **About National Black Trans Advocacy Coalition**

Established in 2011, The National Black Trans Advocacy Coalition is the only social justice organization led by black trans people to collectively address the inequities faced in the black transgender human experience.

Through our national advocacy center and affiliate state chapters we work daily, advocating to end poverty and discrimination in all forms and its human inequities faced in health, employment, housing and education that are rooted in systemic racism, to improve the lived experience of transgender people.

Our work is based in peace building, community education, public policy initiatives, empowerment programs and direct services. For more information, please visit [www.blacktrans.org](http://www.blacktrans.org) or connect with the National Black Trans Advocacy Coalition on [Facebook](#) or [Twitter](#) or [Instagram](#).

### **About GLAAD**

GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love. For more information, please visit [www.glaad.org](http://www.glaad.org) or connect with GLAAD on [Facebook](#) and [Twitter](#).