

love has no labels x square enix

twitch activation

ABOUT THE PARTNERSHIP

Love Has No Labels, a national campaign designed to inspire Americans to promote diversity and inclusion of all communities regardless of race, religion, gender, sexual orientation, age and ability, and Square Enix have joined forces to encourage gamers to create a more accepting world. Inspired by one of Marvel's newer additions to the Avengers family and featured in the new *Marvel's Avengers* game, Kamala Khan, or Ms. Marvel, unequivocally embodies our message of unity as an advocate of inclusion through her superpowers. As Marvel's first ever Muslim Super Hero to lead her own comic series, Kamala's authenticity and representation on screen makes her a strong beacon of hope for many marginalized communities to fight against implicit bias and cultivate a sense of belonging for everyone.

TALKING POINTS

- It's time to come together and discover how accepting and embracing our differences makes us stronger.
- Every day, we have the ability and opportunity to create a more accepting world.
- Even small acts of inclusion can have a big impact on making others feel welcomed and accepted.
- At a time when our nation feels divided and we feel disconnected, everyday acts of inclusion can help remind us that before anything else, we're all human.
- Conversation has the power to reveal what we have in common — to break down bias and connect us with people based on who we really are at heart instead of what others assume based on our appearance.

DO

Spark positivity about what we are “for”

Love
Acceptance
Diversity
Inclusion
Positive action

Ask people to question labels

Talk about the importance of acceptance

Be uplifting, surprising and inclusive

DON'T

Shame people about what we're “against”

Prejudice
Exclusion
Racism
Homophobia
Ageism

Ask anyone to reject labels entirely

Don't reinforce stereotypes

Be depressing, alarming or accusatory

CALL-TO-ACTION

Create a more accepting world at lovehasnolabels.com/PlayAvengers

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THE IDEA

The power of conversation and human connection are undeniable. Create a more accepting and inclusive world by hosting your own livestream with another gamer from your community to truly get to know one another on a deeper level.

Use our questions to help guide an authentic conversation to get to the heart of who they are, learn about each other's identities, forge bonds and connect over shared passions.

THE QUESTIONS

Questions to Break the Ice

- Which Avenger do you identify with the most and why?
- What would your superpower be and why?
- Have you ever wished you had an alter ego? Who would it be?
- Tell us the story behind your username.

Questions to Connect

- Talk about a time where you felt accepted by your gaming community.
- Reveal something about yourself that people would be surprised to learn.
- Talk about a struggle you've had recently and what you did to overcome it.
- How have games helped you connect with someone unlike yourself?
- Where did you grow up and what was most memorable about it?
- Who was your role model growing up and why?
- What is an accomplishment you are proud of?
- What about the world right now saddens, angers or frustrates you?
- Do you think people see you for who you truly are?

Questions to Self-Reflect

- Where you surprised by anything you learned about each other today?
- Why is it important to challenge assumptions we hold?
- What are some things we can do to create a more inclusive and accepting gaming community?

AFTER THE CONVERSATION

We encourage you to utilize our [Questions to Self-Reflect](#) to help you think back to your past behavior, recognize areas of bias and how they might affect relationships with others.

Be sure to show your support for the campaign by using the Love Has No Labels filter and sharing on social media with the hashtag #LoveHasNoLabels