

HBO's HE, SHE, THEY INCLUSIVE LANGUAGE GUIDE receives global award for Best Diversity Initiative

Project developed as part of the campaign to launch the original series **TODXS NÓS (HE, SHE, THEY)** was recognized at the annual PRNEWS Awards

São Paulo, May 3rd, 2021 – The **HE, SHE, THEY Inclusive Language Guide**, launched by HBO in Brazil as part of the public relations campaign for the original series **TODXS NÓS (HE, SHE, THEY)** received the Best Diversity Initiative of the year award from the CSR & Diversity Awards. Organized by PRNEWS, the award judged projects from around the world.

In **HE, SHE, THEY**, Clara Gallo plays Rafa, an 18-year-old pansexual and nonbinary person who decides to leave their family in the interior of São Paulo and move to the house of their cousin, Vini (Kelner Macêdo), in the capital. Vini already shares the space with his best friend Maia (Julianna Gerais), and both are surprised to discover that Rafa identifies with a neutral pronoun and not with a male or female gender. For example, upon arriving, Rafa explains that they are Vini's gender-neutral cousin and not his male or female cousin.

The **guide** was developed by HBO with the support of DIVERSITY BBOX, a company specializing in inclusive language, as well as with the support of Professor Eduardo Calbucci, who has his undergraduate degree in Journalism from the University of São Paulo School of Communications and Arts (ECA-USP), and his Master's and Doctorate Degrees in Linguistics from the Faculty of Philosophy, Languages and Human Sciences at the University of São Paulo (FFLCH-USP).

The CSR & Diversity Awards are annual awards from PRNEWS that aim to recognize communicators who use their platforms for the betterment of their communities and the global community at large. According to the organizers, each one of the finalists amplifies the voices of marginalized groups and dedicates themselves to social causes. These campaigns, initiatives, professionals, teams and rising stars are helping to redefine the role of organizations in the fight for global change.

HE, SHE, THEY is a production realized entirely with HBO Latin America's own investments. The series is under the general direction of Vera Egito, who together with Daniel Ribeiro is also responsible for directing episodes and writing the script. Other writers for the series include Alice Marcone and Thays Berbe. Production is by Luis F. Peraza, Roberto Rios, Eduardo Zaca and Claudia Clauhs, for HBO Latin America Originals; Gil Ribeiro, Marcia Vinci and Margarida Ribeiro, from Coiote; and Heitor Dhalia and Egisto Betti, from Paranoid Filmes.

The series **HE, SHE, THEY** is available on **HBO GO**.

More information: <https://www.hbolapress.com/programming/series/388>

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