

2020

A woman with blonde hair in a high ponytail is sitting on a wooden step in front of a large wooden door. She is wearing a white tank top with the words 'Radical Femme' printed on it, dark shorts, and black gloves. She is looking down and stretching her right leg. The background is a brick wall. The entire image has a green tint.

Radical
Femme

HAILEE BLAND WALSH
MEDIA KIT

AUTHOR BIO

When is the last time you posted something to social media without a filter, or backspaced and rewrote something a handful of times before you posted? We live in a time where everything gets a filter slapped over it. Where there's actually an app that does plastic surgery on your selfies as if your face isn't good enough as it is.

And with that, Hailee Bland Walsh is calling bullshit. Such is her M.O. Always the voice in the room that says what needs to be said, she's now taking it to the masses. To you. Yes, hi.

Sure, at face value you hear the terms associated with her – social justice activist, professional athlete, soul manifester, entrepreneur – and you think she's perfect too. She's part of the problem. Hailee is anything but. With radical candor, she takes you through her shit. And then some. All to say, our screw ups, our lived-to-tell moments is where the good stuff is. And with this refreshing shift in consciousness, comes permission to not have it all together, all the time.

By going there with us herself, Hailee ushers in a new era of leadership and simultaneously blows up the idealistic, patriarchal concept of leadership we can't seem to escape. Her approachable nature, magnetic. Her vulnerability, contagious. Her let's-get-real style, emboldens – getting you to put in the work to rediscover who the f-word you are

When she's not writing, Hailee is busy getting out of her shit, into her heart, and doing the work meant for her – be it helping the first openly LGBTQ, Native American, Kansan get elected to Congress, gaining international attention for the transgender-friendly fitness program developed at her gym in Kansas City, or inspiring her fitness clients to accomplish goals they didn't think they could.

Hailee's indefatigable nature makes her the champion of everyone and gives us the leader who's not afraid to ditch the glossy filter.



EMAIL
hailee@citygymkc.com

SOCIAL
  /@haileebwalsh
  /@citygymkc

WORKING TITLE

On the Ropes

SELL COPY

From fitness entrepreneur to community activist, Hailee Bland Walsh show us all how we can step into leadership, claim agency in our lives, and fight for each other and a better world. From opening her first gym, to her nationally acclaimed work with the trans community, to campaigning to elect the first Native American, LGBTQ woman to Congress in Kansas, Hailee shows us what is possible when we get real, live our values, and do the work meant for us. She is authentic and honest about her own journey spiritually to move beyond shame and fear, even as she inspires others to claim their power and their purpose. Whether she is helping an overweight, midwestern preacher get ready to run his first marathon or creating a supportive space for people exploring their bodies and their gender identity, she knows how to help everyone manifest their dreams. She is raw and funny and wise — an emerging motivational leader for our troubled times.

TAGLINE

A thought leader for our time — a new playbook for how radical rawness, authenticity, accountability, and deep and meaningful growth first changes us and then changes the world.

IN THE PRESS

Google Commerical

<https://www.youtube.com/watch?v=EIUK53sf-kc&t=8s>

Venables Media, 1.2 Million Views; ABC, ESPYS, 7.1 Million Views; YouTube, 1.5 Million Views

Record Number of LGBTQ Candidates Elected

Leila Fadel, NPR

<https://www.npr.org/2018/11/08/665547175/record-number-of-lgbt-candidates-elected>

IN THE PRESS

Keeping The Pace After The Passion

Local Activists Strategize For The Long Term After Inauguration

Tammy Worth,

<https://www.flatlandkc.org/news-issues/cover-story/kansas-city-activists-working-momentum/>

The Ultimate Transformation: Meet the Trans Men Who Are Redefining Their Lives Through Fitness

Rachel Sturtz, Men's Fitness

<https://www.mensjournal.com/health-fitness/transformation-trans-men-fitness-city-gym-momentum/>

Google Just Made One of the Most Compelling Ads Yet About Gender Transition

Tim Nudd, AdWeek

<https://www.adweek.com/creativity/google-just-made-one-most-compelling-ads-yet-about-gender-transition-165368/>

Meet the Gym Owner Featured in Google's Transgender Ad

Susanna Kim, ABC News

<https://abcnews.go.com/Business/meet-gym-owner-featured-googles-transgender-ad/story?id=32493095>

Google's ESPY transgender ad breaks ground

Jessica Guynn, USA Today

<https://www.usatoday.com/story/tech/2015/07/15/google-transgender-espy-awards-caitlyn-jenner/30214955/>

New Google Ad Shows Dignified Glimpse of Trans Man's Journey

J. Bryan Lowder, Slate

<https://slate.com/human-interest/2015/06/googles-ad-focused-on-a-transgender-mans-journey-is-a-must-watch.html>

Transgender man the focus of new Google ad

Meredith Engel, New York Daily News

<https://www.nydailynews.com/life-style/transgender-man-focus-new-google-ad-article-1.2260974>

IN THE PRESS

Google Airs Eye-Opening Ad On Trans Athletes Before Caitlyn Jenner's ESPYs Speech
Justin Block, Huffington Post
https://www.huffpost.com/entry/google-transgender-espys_n_55a7b8d4e4b0c5f0322c6d62

The Story Behind transgender-friendly gym featured in Google Ad
Johnette Howard, ESPN
http://www.espn.com/espn/story/_/id/13274098/story-transgender-friendly-kansas-city-gym-featured-google-ad

Watch Google's Emotional Ad About A Man's Gender Transition
Olivia B. Waxman, Time
<http://time.com/3923642/google-gender-transition-transgender-ad/>

Watch: A Trans Man's Emotional Evolution at the Gym
Mitch Kellaway, Out Magazine
<https://www.out.com/popnography/2015/6/17/watch-trans-mans-emotional-evolution-gym>

Transgender men build their bodies, confidence at KC's City Gym
Edward M. Eveld, KC Star
<https://www.kansascity.com/living/article29851999.html>

How a transgender-friendly gym in Waldo came to be featured in a national ad campaign for Google
David Hudnall, The Pitch KC
<https://www.thepitchkc.com/news/article/20562180/how-a-transgenderfriendly-gym-in-waldo-came-to-be-featured-in-a-national-ad-campaign-for-google>

The Studio That Opened Doors to Open Minds
Lindsay Tigar, ClassPass
<https://classpass.com/blog/2015/06/24/the-studio-that-opened-doors-to-open-minds/>

Learning To Leap, Podcast
<http://jillminton.libsyn.com/episode-14-the-courage-to-do-what-may-not-be-popular-with-hailee-bland-walsh-founder-of-city-gym>

Badass B In A Pod, Postcast
"Why Balance Is Bullshit"
<https://player.fm/series/1356678/203812492>

ACCOLADES, AWARDS AND INVOLVEMENT

- Waldo's Best Award, 2011 & 2014
- KC's Best Gym, KC Magazine, 2014 & 2016
- KC's Best Trainer, KC Magazine, 2014 & 2016
- 25 Under 25 Award, Class of 2015
- Google Commercial – “The Story of Jacob,” June 2015
- Athlete Ally, Pro Ambassador, 2015
- Nike Run With Hart – KC, Kevin Hart 5K, Emcee, August 2015
- “I Am Cait,” Episode, E! Docuseries, November 2015
- Best Unlikely Ambassador of Local Progressivism, The Pitch, 2015
- Women Who Mean Business, Member, 2017
- Central Exchange, EPIC 13, Influencer, 2018
- Awaken – KC, LGBTQ youth and ally party, Synergy Services, Presenting Event Sponsor, April 2016
- Head and Neck Cancer Living Foundation – Kansas City, Gala Co-Chair, April 2017
- Transformations Youth Group, trans and gender expansive youth, social, support group, Chair Person and Acting Executive Director, 2017 – Current
- Women's March on Washington – Kansas City Rally, Committee Member, 2016 -2017
- Walsh Family Foundation, Executive Director, 2011 – Current
- Center for Spiritual Living – Kansas City, Board Member, 2014 - Current
- LGBTQ Victory Fund, Event Chair, Champagne Brunch, 2015, 2016, 2017, 2018, 2019
- MAGLCC, Mid-America Gay & Lesbian Chamber of Commerce, Member, 2012 - Current

SPEAKING APPEARANCES

- KU Entrepreneurial Class, Business School, University of Kansas, 2014 & 2015
- Silpada National Sales Conference, 2015 & 2014 (six lectures and appearances)
- UMKC Bloch School, Entrepreneurial Panel, 2015
- Entrepreneurial panel with Mayor Sly James, 2015
- TechWeek Kansas City, 2015, Panelist
- Coffee Woman Annual Conference Event, Keynote, 2015
- Gas Can, Creativity Conference, Speaker, 2016
- Teach For America – Shark Tank, Panelist, 2016
- Indulge Women’s Health and Fitness Event, Keynote, 2017 & 2018
- The Center For Spiritual Living – KC, 2018
- Women Leaders In College Sports, High School Girls Academy, Keynote, 2019
- Integrate, 2019, Keynote “Balance Is Bullshit”

