

RAINBOW CAPITALISM



WHAT is RAINBOW CAPITALISM?

It has a colorful name, but don't be fooled! Rainbow capitalism, aka "pinkwashing" refers to the commercialization/commodification of queer movements. Basically it means profiting from queerness with no interest in helping lgbtq causes, putting money over people.



EXAMPLES:

Retail stores releasing an "LGBTQ exclusive" branded clothing collection. Major entertainment companies refusing to show a gay couple on screen but then promoting it during pride month.

WHY IS THIS IMPORTANT?

Corporations that solely profit from pride actively exploit and target lgbtq+ people for their money, causing harmful statistics to rise further. Queer people are more likely to experience mental health issues than non queers, which is taken advantage of. More about that in this zine.



OUR SOCIETY REJECTS AND TARGETS LGBTQ+ PEOPLE, WORSENING MENTAL HEALTH.



This can cause people to turn to substance use in order to cope.

Commercial tobacco and cannabis businesses see LGBTQ+ communities as demographics to be marketed to.

Addiction is profitable and desirable.



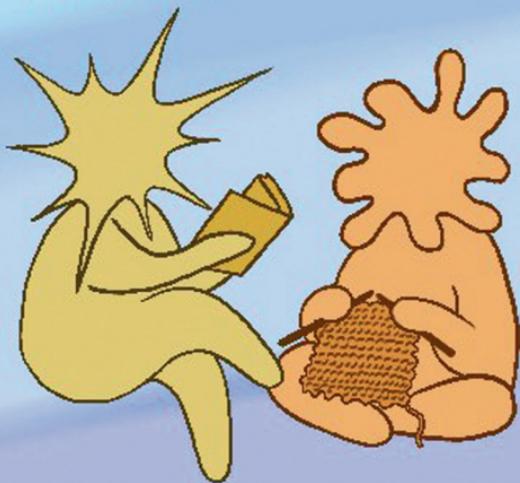
It doesn't matter how many rainbows or trans flags they put on their products or marketing. These businesses do not have your best interest in mind.

QUEER SOBER

* SPACES *

What is a **3RD PLACE**?

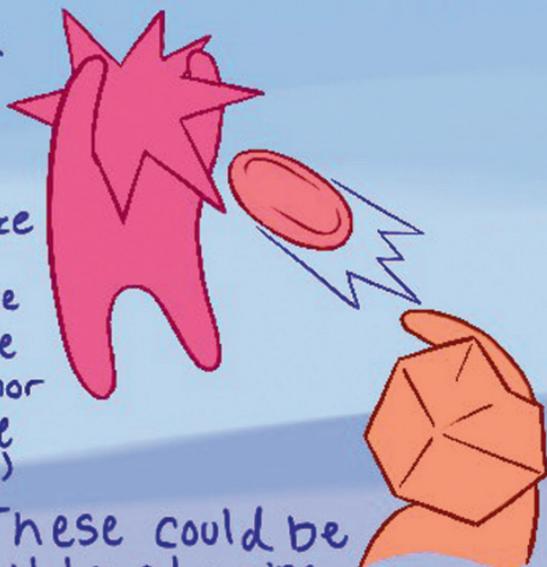
A third place is a place people spend free time between home (a first place) and work (a second place). Ideally, a third place would be free and accessible.



It is important as a community that we find and foster third places that are made for queer people.



People often think of queer bars and clubs as those community spaces, but we need to recognize and uplift queer spaces that are more safe and accessible (i.e. free, sober, minor friendly, controllable energy levels, etc.)



These could be hobby sharing spaces like book clubs, baking get togethers, sewing group, choirs or bands, game nights, to name a few.

The outdoors often becomes a third space for queer sober activities, such as running, sports, pet playdates, larping or any number of things.



SUPPORT QTBIPOC INDIE CREATORS

Want to help the lives of common folk as opposed to feeding greedy corporate millionaires?
Shop locally at small independent businesses!

Seattle's LGBTQ+ Center hosts a market every season, so be on the look out for these events everywhere!
These small & mighty markets bring community closer together as well as celebrating individual queerness.



PATCHES



PINS

Queer-owned businesses sell meaningful items/services that affirm and uplift parts of human identity. They also encourage self care, something that we all need more of.

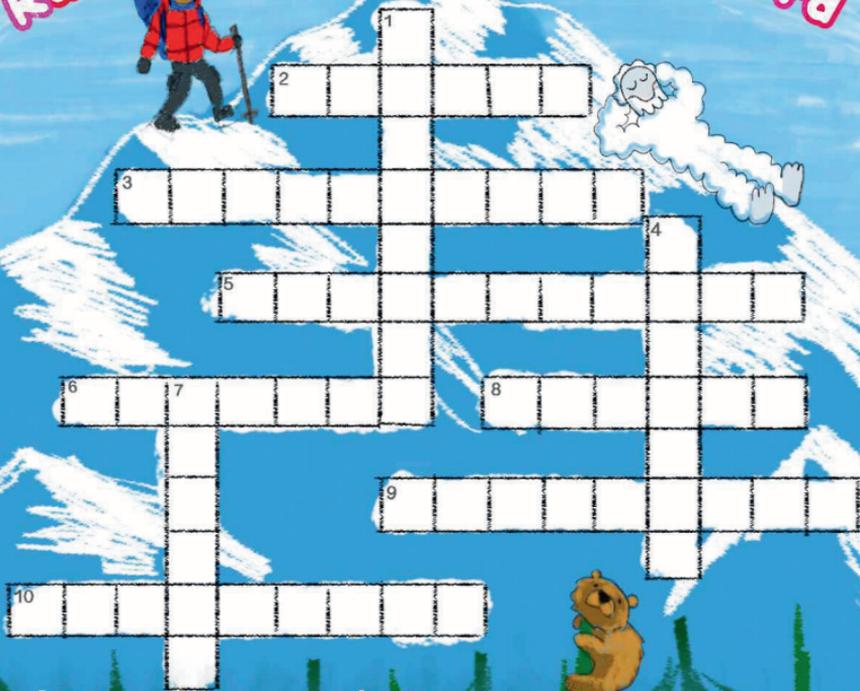


SOAP



CANDLES

Rainbow Capitalism Crossword



Down:

1. State of freedom from substance influence
4. Recovering and regaining health
7. Safe _____

Across:

2. To financially gain advantage of
3. With intention of making money
5. Self-supported
6. Record of the past
8. Peace of body and mind
9. Group of people with something in common
10. Variety of differences

Answers on
back page!



Crossword Answer Key

1. Sobriety
2. Profit
3. Commercial
4. Healing
5. Independent
6. History
7. Spaces
8. Health
9. Community
10. Diversity



Made during a
workshop facilitated
by Arielle Labra
Campos and Jing
Jing Wang



YouCanWA.org gaycity.org



Artists: Arielle
@ariellelabra

Jing Wang
@jingwangart
Jing Wang
@jingwangart