

## **FOR IMMEDIATE RELEASE**

### **Fertility Friends Foundation Announces Gigi Gorgeous as an Ambassador and Partner**

**Toronto, ON – March 13, 2026** – [Fertility Friends Foundation](#) (FFF), a Canadian registered charity dedicated to removing financial barriers to fertility care, is proud to announce internationally recognized Transgender advocate, two-time critically acclaimed author and digital content creator Gigi Gorgeous as an Ambassador and partner. This collaboration marks a powerful step forward in elevating national conversations around fertility care, family building, and the real financial challenges many individuals and couples face when trying to have children in Canada.

As part of her ambassador role, Gigi Gorgeous will support FFF's initiatives, including [NIGHT 1](#), a fundraising event co-organized with [Day 1 Fertility](#), taking place on Thursday, April 16, 2026, in Toronto. NIGHT 1 brings together industry, patients, community members, supporters, and advocates to honour family building while raising funds for FFF grants that directly assist Canadians navigating fertility challenges.

"Supporting fertility access is deeply personal and incredibly important to me," said Gigi. "Fertility journeys are as unique as the families they create, and so many of them go unseen. I have lived this experience, and I know how isolating it can feel when the road to parenthood is long, expensive, and misunderstood. Partnering with Fertility Friends Foundation means shining a light on these stories, building real awareness, and making sure that financial barriers are never the reason someone's dream of a family goes unfulfilled".

In Canada, access to IVF, egg and sperm donation, and gestational surrogacy remains uneven and often prohibitively expensive. FFF addresses this gap by providing direct financial grants and educational support to individuals and couples pursuing parenthood.

"Gigi's voice, authenticity, and influence will help us reach new communities and expand the national dialogue around fertility access," said Isabelle Lefebvre-Vary, Fertility Friends Foundation's Executive Director. "This partnership strengthens our mission and helps bring greater visibility to the many individuals and families navigating the often-complex journey of building a family."

#### **About Fertility Friends Foundation**

Fertility Friends Foundation is a Canadian registered charity dedicated to helping individuals and couples across the country overcome financial barriers associated with fertility care. Through grants and educational programs, FFF ensures that Canadians have access to fertility treatments and the resources needed to build their families.

## **About NIGHT 1**

NIGHT 1 is Fertility Friends Foundation's annual fundraising gala, presented in partnership with Day 1 Fertility. The event combines powerful storytelling, unique patient experiences, live entertainment, and community celebration to generate direct funding for fertility grants. Proceeds from the evening directly support Canadians facing the high cost of IVF, egg and sperm donation, and gestational surrogacy. By transforming one night of celebration into tangible financial support, NIGHT 1 turns awareness into action and hope into possibility.

For more information about Fertility Friends Foundation, Gigi Gorgeous' ambassador role, or NIGHT 1, visit <https://fertilityfriendsfoundation.com>.

## **About Day 1 Fertility**

[Day 1 Fertility](#) is on a mission to take the suffering out of the fertility journey by providing new perspectives, mindset tools and reframes in an effort to turn infertility on its head and take our power back. Founded by Emily Getz, Day 1 Fertility is designed primarily to support those struggling to bring home a baby, but is also a resource for loved ones who are supporting those who find themselves on this path – a demographic which is rarely spoken to and an important and essential part of our community.

## **About Gigi Gorgeous**

Gigi Lazzarato aka Gigi Gorgeous is a YouTube star, transgender activist, two-time critically acclaimed author, and 2SLGBTQ+ advocate.

Gigi has been named one of Time Magazine's "25 Most Influential People on the Internet," "Forbes 30 Under 30," Refinery29 Canada 2019 Powerhouse List, Toronto Life's 2019 Most Influential List, and Best LGBTQ Influencer by The Los Angeles Blade in 2020. She was awarded the YouTuber of the Year Award at the 2017 Shorty Awards, the LogoTV Trailblazing Social Creator Award in 2014 for her advocacy on behalf of 2SLGBTQ+ youth, the Streamy Award for Best Beauty Channel in 2015, Streamy's Social Good Uniter Award in 2019 for her work uniting her audience to multiply their collective social good efforts, and the 2019 Murray-Reese Family Award at the Family Equality LA Impact Awards.

Born Gregory Lazzarato and raised outside Toronto, Canada, Gigi was a nationally ranked diving champion. In 2008, Gigi's rise to stardom began when she created her YouTube channel, posting beauty, fashion, and makeup tutorial videos as a Toronto high school student, while also encouraging her viewers to express themselves in the face of bullies and harassment. At the age of 19 she came out on her YouTube channel, identifying as a gay male. In 2013, she announced that she was a transgender woman. She legally changed

her name to Gigi Loren Lazzarato in 2014, a year in which she documented her transition on her channel.

Gigi has candidly and unapologetically documented her transition throughout the years for all to see across her social media platforms and in her feature-length documentary “This is Everything: Gigi Gorgeous,” which premiered at the Sundance Film Festival. The film chronicles Gigi’s life and transition and was directed by two-time Oscar winner Barbara Kopple. The film was released in limited theatres and currently lives on YouTube Premium.

In 2019, Gigi released her hilariously candid memoir *He Said, She Said: Lessons, Stories and Mistakes from My Transgender Journey* with Harmony Books, a division of Penguin Random House. Featuring never before seen photos, personal stories and shockingly raw and vulnerable moments of her transition, *He Said, She Said* gives readers an opportunity to meet Gregory... the once awkward, teenage boy who was bound for the Olympics before being thrust into the spotlight with her decision to embrace her true self. Gigi expertly weaves humor into her very personal narrative and reminds us of who she really is—and has always been—with anecdotes, life lessons, and of course, *Gigi-isms*.

Gigi released her second book alongside best friend Gottmik (a.k.a. Kade Gottlieb), titled *The T Guide*, on May 16, 2023, dedicated to 2SLGBTQ+ youth, their parents, allies, and those looking to educate themselves on the trans experience. The book is uniquely formatted as conversational dialogue, while also acting as a guide, that aims to shine light on the hilarious yet authentic stories both Gigi and Gottmik encountered during their transitions and beyond. The book has received special recognition and support from GLAAD, and also includes anecdotes and advice from advocates, allies, and activists across the gender spectrum including Paris Hilton, Amit Paley, Adam Lambert, and Jazz Jennings to name a few.

Gigi has spoken on panels for WWD Culture Conference, The Wrap’s Power Women Summit, Billboard & The Hollywood Reporter Pride Summit, The UN Foundation Celebrating 70 years of the Universal Declaration of Human Rights, The Teen Vogue Summit on Limitless Beauty, The Beverly Center’s Everyone Welcome Event on Celebrating Inclusion & Cultural Shifts, The Chelsea Film Festival 2nd Annual Women in Power Benefit, and Bring Change to Mind’s Mental Health Series. She has also participated in the Global Summit on Mental Health Culture Change and has spoken at the World Economic Forum’s annual meeting in Davos, Switzerland two years in a row, lending her voice to 2SLGBTQ+ rights discussions through various panels and events.

In 2016, Gigi was denied entry into Dubai for being a transgender woman and was released after spending over five hours in detainment at the Dubai International Airport. Gigi responded to the incident by calling for equality and legal protections for 2SLGBTQ+ people. Gigi works closely with several 2SLGBTQ+ organizations including GLAAD, LA LGBT Center and Children’s Hospital of LA Transyouth Program.

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