

2022 Pride yardage book from Mel Reid

Transcript

00:00:00:08 - 00:00:04:16

CHRISTOPHER BACKS:

What are you into? Are you more of a minimalist, a maximalist?

00:00:04:16 - 00:00:07:16

MEL REID:

No, a minimalist. This is like the most colorful I'm ever going to dress.

00:00:07:16 - 00:00:12:17

CHRISTOPHER BACKS:

I love that. You're speaking my language. I love a minimalist.

00:00:16:00 - 00:00:21:21

VOICEOVER (MALE):

Reid all about it. Mel Reid is an LPGA champion for the first time.

00:00:22:17 - 00:00:39:20

MEL REID:

Golf is a pretty rigid sport at times. And just to even show off a little bit, my personality on the golf course, I think is important. It's about visibility, isn't it? You know, that's all we're trying to do is be a little bit more visible and hopefully a change a few opinions. I've honestly had it relatively easy and I understand that.

00:00:39:20 - 00:00:58:03

MEL REID:

And talking to friends who've had it, it's not easy at all. Don't speak to their families just because of who they love and trying to be as much support as I can for them. And you know, if I can try and give that to just one person, then I feel like I've done a great job. I'm really proud of the other

ambassadors of Grant Thornton that have really embraced it.

00:00:58:06 - 00:01:20:01

MEL REID:

That's also extremely important. You know, having Jess and Collin and Nelly, you know, I think it's brave from them as well. And it's important not just for the LGBTQ+ community, but for everyone. We keep talking about, you know, trying to make these conversations, right? That's all we want to try and do is just create conversations because, you know, everyone has a place in this world. And, you know, as long as you're just you, you should be proud of you.

00:01:20:02 - 00:01:40:06

MEL REID:

If you're a good human being, is what it all comes down to. It doesn't matter, you know, your race, your sexuality, your background. As long as you're a good person and you're giving back to things that you believe in, then, you know, you should be included in everything. This year, Grant Thornton asked me to sort through some designs to create a really cool yardage book.

00:01:40:06 - 00:01:51:20

CHRISTOPHER BACKS:

There are two areas that people are going to see on the book. There is the area here at the top where it's going to be sticking out of your pocket. And then below, if you have it out in your hand, and you're looking at it.

00:01:52:06 - 00:02:14:20

MEL REID:

Not quite as obvious as it was last year, I thought a phrase would be great. You know, a very clear message for inclusion. Something like "Be you. Be proud." Something like

that. I want it to, kind of, start conversations, I think. I think that's...And just be visible. I think they're the other two main things. It's being visible. I want people to write about this yardage book.

00:02:15:08 - 00:02:20:08

CHRISTOPHER BACKS:

Yeah, I think it's going to happen. You know, here you are designing one with a really powerful message.

00:02:21:08 - 00:02:29:19

MEL REID:

You know, it's about just being who you are and, you know, I want golf to be a lot more inclusive than sometimes it is. But I certainly feel like progress is definitely getting made.

00:02:30:23 - 00:02:39:06

CHRISTOPHER BACKS:

Thinking about inclusion and pride, which are some things that we've been discussing today. I'd love to hear a little bit about your recent marriage. There's nothing more inclusive or prideful.

00:02:39:06 - 00:02:47:02

MEL REID:

I can't believe someone's married me, to be completely honest. I'm as shocked as anybody.

00:02:47:02 - 00:03:17:02

MEL REID:

With Carly's story, she's probably the strongest woman I know. I'm very proud to call her now, my wife. You know, she's had a very different story to me and a very different journey. But she's very fortunate. She's got an incredible family who I think have been extremely welcoming to me. But yeah, I mean, you know, she gives me strength as well. You know, I've been out for a while, but she's only just recently been out. And the strength that she shows me on a daily basis is incredible to be around. I'm a very, very lucky girl to be able to call her my wife.

00:03:18:03 - 00:03:25:10

CHRISTOPHER BACKS:

So I wanted to kind of show you some of the assets that we will be working with. Of course, we have our Grant Thornton branding here.

00:03:25:15 - 00:03:27:03

MEL REID:

That's what my attention is going to.

00:03:27:05 - 00:04:02:11

CHRISTOPHER BACKS:

Yeah, definitely. I mean, it's very eye-catching compared to the rest, I think. It's a sort of subtle invoking of the pride flag without it being full coverage like we had last year. And then we also have a range of colors that we could work with. We've got the full rainbow; we've got the pink and blue for the trans flag. We've got brown and black for the progress flag. So we have a wide range of options. To me, I really love the idea that you're carrying around something that's critical to you on the course, but you're also kind of carrying around a message that you feel is critical to the golf community and even to your own, you know, sense of self.

00:04:03:00 - 00:04:33:04

MEL REID:

I'm actually extremely proud to be designing this and hope that the other ambassadors are as proud of the project as I am. This is so cool. It's actually really cool, like seeing something that you kind of envision in your head, actually come to life. It's a bit more subtle, but still with the "Be proud. Be you." message. It gives off a very...That's the loud thing for me. It was the messaging on it.

00:04:33:04 - 00:04:51:18

MEL REID:

Just be who you are and be proud of who you are and so this is just really, really cool to be doing this with Grant Thornton. And thank you so much for letting my ideas come to life. And you guys did an incredible job and I cannot wait to use this during the whole month of June and I could not be more proud of the work that we're doing.



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