



EMPOWERING BIPOC TO CHANGE  
THE WORLD WE LIVE IN

# MEDIA KIT

2023



## ABOUT OFF COLOUR

On March 20th, 2016, we joined the internet as a Twitter account called NerdyPoC, a community of nerdy people of Colour who wanted to see more BIPOC in fandom and entertainment spaces.

From writing reviews and interviewing award-winning creatives, as we grew, so did our goal. We became a diverse group of marketing specialists, entertainment journalists, authors, screenwriters and filmmakers, all of whom were brought together by a shared goal:

To empower not just ourselves but also elevate the creative industries fans love.

To achieve our goal, we became Off Colour, a nonprofit collective that critiques, commentates and consults on all aspects of the art and business of storytelling.

Whether working red carpets, consulting in a writer's room, crafting marketing campaigns or leading a diversity initiative, Off Colour will be there to champion meaningful inclusion and turn these ripples of representation into waves of cultural change.

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## CONTACTS

### CANADA

Executive Director: Keshav Kant  
keshavk@offcolour.org

### UNITED STATES

PR Director: Samantha Chavarria  
schavarria@offcolour.org

# Our Team



**Keshav Kant**  
She/Her  
Executive Director  
Toronto, Canada



**Aprille Morris**  
She/Her  
Editorial Director  
Los Angeles, USA



**Melissa Suppiah**  
She/Her  
Creative Director  
Singapore



**Tora Pruden**  
They/She  
Director of Social Media  
Los Angeles, USA



**Sam Chavarria**  
She/Her  
Public Relations Director  
Houston, USA



**Tara Olajide**  
She/Her  
Director of Personnel  
London, UK

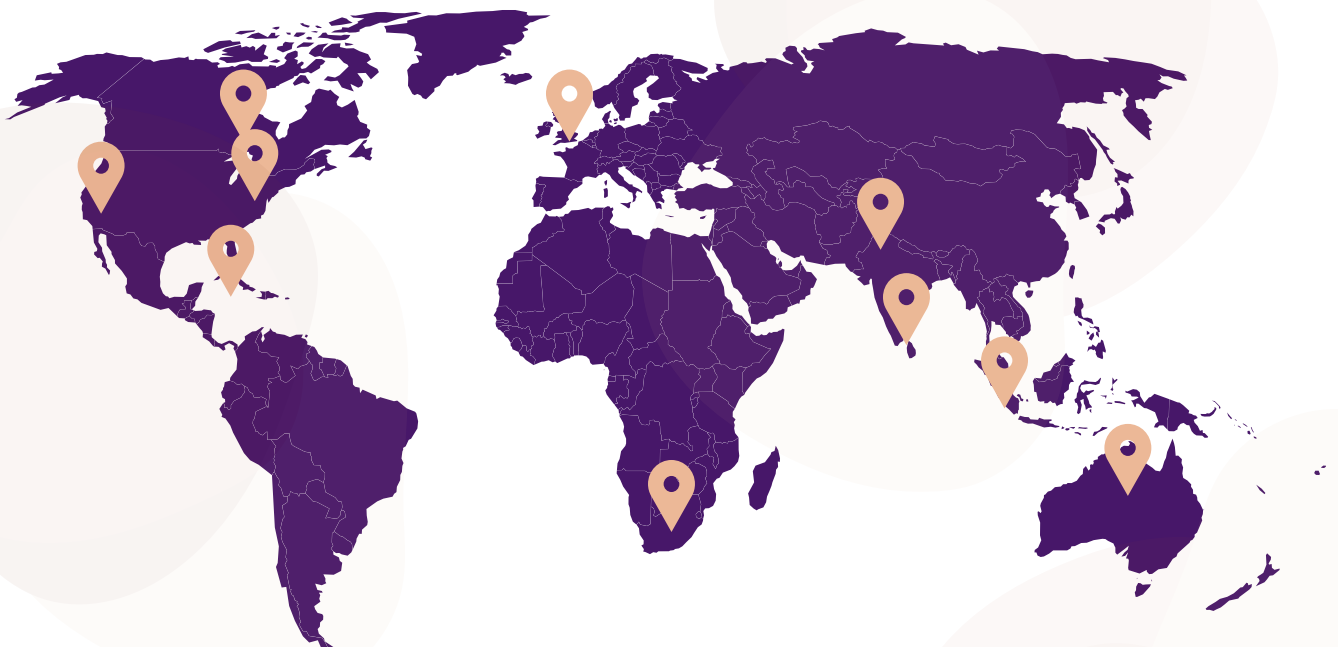


**Mars Sebastian**  
She/Her  
Director of Partnerships  
New York, USA

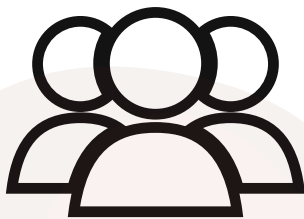
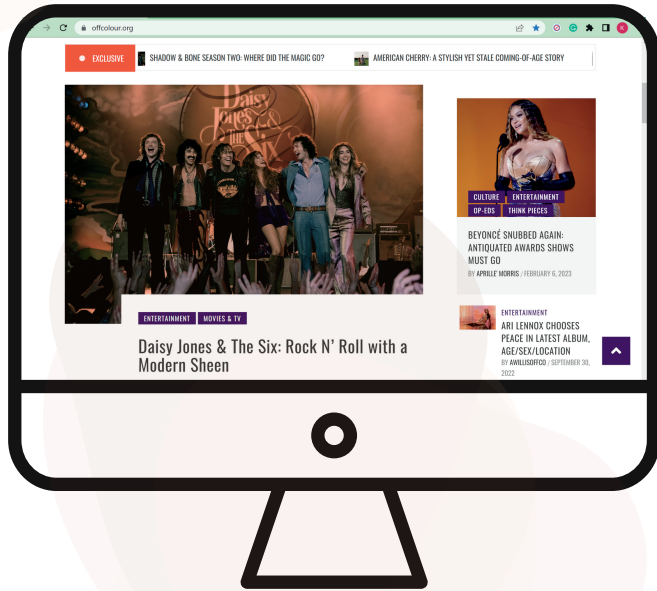


**Klaudia Amenábar**  
She/Her  
Director of  
Bis. Development & Strategy  
New York, USA

**Plus 30+ creative consultants, editorial, and social media staff members in nine countries across the globe!**



# Our Audience



**16-35**  
Years old

Interests: Pop Culture, Entertainment News

**137,500+**

Total viewership

**7,600**

Avg Unique Monthly Visitors

**17.4K**



Twitter followers

**4.6M+**

Avg Organic Monthly Impressions



# Our Recent Wins



ENTERTAINMENT MOVIES & TV

**Bridgerton VS. Bollywood: Regency Romance with a Desi Twist**



CULTURE ENTERTAINMENT INTERVIEWS MOVIES & TV

**The Upshaws: Interview With Wanda Sykes, Mike Epps and Kim Fields**

