



TBSâ€™™ ~American Dad!â€™™ Celebrates 350 Episodes with #AmericanDrag

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To celebrate the 350th episode of animated sitcom American Dad!, TBS kicked off a new social impact campaign, #AmericanDrag. The campaign focuses on the series' fan favorite and gender fluid gray space alien Roger, created and voiced by series creator Seth MacFarlane.

To highlight Roger as a drag icon, TBS joined forces with drag queens Trixie Mattel and Trinity the Tuck to create a custom video spot available across TBS' social media platforms.

For every quote-tweet of the video using the hashtag #AmericanDrag, TBS will donate \$1 to The Trevor Project (@TrevorProject), a leader in suicide prevention and crisis intervention for LGBTQ young people.