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OUR HOT LIST! 25

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JESSE BRUNE

You may remember Jesse from the hit show *Workout*, but these days Jesse has changed occupations and is heatin' up the kitchen with *Private Chefs of Beverly Hills*, a reality show that follows a group of private chefs as they conquer impossible social events in an attempt to impress their wildly eccentric clientele. "I really had to bring my A-game to survive this process—and it's been so rewarding to see the fantastic results and amazing footage," he says. Though he began personal training while he attended culinary school, he says that cooking has always been his passion. "I've been cooking my entire life. My mom is a true Southern belle and pretty much raised me in the kitchen and around the dinner table." In addition to personal training and cooking, he also launched Project: Service L.A., a spiritual community that commenced Feb. 14. "It's a trans-denominational spiritual organization for the LGBTQI community and their allies, friends and families that holds services every Sunday at 11:30 a.m. at East/West Lounge." Originally hailing from Seattle, Jesse has lived in L.A. for the last 10 years—and is enjoying every minute of it. "Life always leads me to such interesting places; I do my best to buckle-up, show up and enjoy the ride. It's been working so far—and I'm having a blast!" You can read more about Jesse on his blog memoirsofagaychef.com.



HEATHER CASSILS

If you don't know Heather Cassils by name, you certainly know her face: as a prison inmate, she locked lips with Lady Gaga in the steamy "Telephone" video. Cassils, however, is more than a pretty face and a hot body—she's also a talented artist. "When you see my gender-confusing body, especially embedded in such a mainstream moment like 'Telephone,' I think of kids in the middle of nowhere who maybe aren't exposed to anything, and then they see this Lady Gaga video, and they start asking questions," she says. "Even something as fluffy as a pop music video can be hugely influential." Cassils is currently an artist researcher with the Los Angeles Contemporary Exhibitions. "I see my body as a conceptual sculpture, a critique of the social pressure we feel to make our bodies conform to an aesthetic, binary gendered and cultural ideal." She also continues to run her own personal training business, where she uses her knowledge of performance and body manipulation with sports science to "help people transform themselves into the empowered beings that they are." "Since I have done this video ... teens have written me from Germany, France and Scotland, telling me of their feelings of alienation and that by being the artist that I am, and by being outspoken about my beliefs, that I have helped them alleviate their own personal feelings of shame around gender identity and sexuality. To me this is truly an honor and the ultimate service I can provide as a cultural producer." Keep up with Heather at heathercassils.com.

MATT PALAZZOLO

Matt is a co-founder of the Equal Roots Coalition (equalroots.com), which "provides opportunities for young LGBTQ people to wake up and start engaging their community." Matt and three of his close friends started the organization to ensure that new generations would stay motivated and to prevent the widespread apathy that occurred during the passage of Prop. 8 from happening again. "How ridiculous is it that it took as devastating an occurrence as having our rights voted away for an entire generation, myself included, to start acting up against discrimination that we've faced our entire lives? We should always be motivated to make change, we should always be unafraid to be loud and certainly we should always feel worthy of being equal." A Bay Area native, he moved to SoCal eight years ago and attended UCLA. He says his favorite thing about the city is the people. "Nobody ends up in L.A. on accident. Everyone comes here for a reason and it's very motivating to be surrounded by people with an unusual amount of ambition." And he has other ambitions of his own. "When I'm not all wrapped up in my LGBTQ activism, I'm an actor and a video editor. I recently finished acting in an adorable gay family comedy called *You Should Meet My Son*. Keep an eye out for it."

