

Beat: Lifestyle

## THE BRITISH GOVERNMENT WILL CELEBRATE LGBTQ RIGHTS BY MARCHING IN PRIDES

### LGBTQ EVENTS IN 14 CITIES ACROSS THE US

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**USPA NEWS** - The British Government will celebrate LGBTQ+ rights by marching in Prides and hosting LGBTQ+ events in 14 cities across the US, as well as 5 cities in Canada and 5 cities in Latin America, as part of VisitBritain's Love is GREAT Britain campaign. A major highlight of the campaign is the UK's first-ever LGBTQ Founders' Trade Mission, bringing nine UK-headquartered companies to New York for a bespoke program aimed at accelerating business growth in the US for LGBTQ business founders.

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As a leader in LGBTQ+ equality and rights, the UK has proudly celebrated Pride season in America since 2013. Now, UK government leaders have joined with representatives from the Foreign Commonwealth Office (FCO), the UK's Department for International Trade (DIT) and VisitBritain to organize the UK's widest array of business and public engagement events to date.

Sir Kim Darroch, British Ambassador to the US, said, "The variety of activities and events being organised by our teams across the United States - from Los Angeles to New York - are a clear demonstration of the importance the UK places on equality and LGBTQ rights. Here in Washington, we were the first foreign government to participate in Capital Pride seven years ago. We're honoured to stand with our LGBTQ friends once again."

Paul Gauger, Senior Vice President of the Americas, VisitBritain, said, "Showcasing Britain throughout the Pride season in these cities helps highlight the destination as a welcoming, inclusive, open and accepting place for all people to visit and enjoy. Whether you crave the unexpected or yearn for the undiscovered, VisitBritain's LGBTQ+ campaign 'Love is GREAT Britain captures 365 days of fun, love, culture and so much more."

The UK government will participate in a total of 29 LGBTQ+ events and activities in 14 cities across the US and the Americas in 2019-20, including: Aspen, CO - Atlanta, GA - Boston, MA - Charlotte, NC - Chicago, IL - Denver, CO - Los Angeles, CA - Miami, FL - New York, NY - Palm Springs, CA - Raleigh, NC - Seattle, WA - Tampa, FL - Washington, DC.

In Canada, the UK will participate in 5 cities: Calgary, Montreal, Ottawa, Toronto, and Vancouver.

In Latin America, the UK will participate in 5 cities: Mexico City, Santiago, and São Paulo, Fernando de Naronha and Porto Alegre in Brazil.

Source : VisitBritain

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