



Skittles celebrate Pride; and support SWITCHBOARD!

Switchboard LGBT+ Helpline is proud to announce that for the third year running, it will be the beneficiary charity from the sales of special Pride Skittles packs. As a result of our partnership last year, Skittles raised over £31,000 from the sales of their packs for Switchboard.

With Jubilee Pride celebrations for 2019 getting into full swing, Skittles have once again given up their rainbow to show their support for Pride- because during Pride, only one rainbow matters.

This year, Mars Wrigley Confectionery have developed 4 unique rainbow-less packs of the flavoursome confectionery. The 4 individual packs were designed by prominent members of the LGBT+ community; Thomas Wolski, Kate Moross, Maia Boakye, and Switchboard patron Fox Fisher, all showcasing what Pride means to them.

Last year the Skittles brand raised over £31,000 for Switchboard LGBT+ Helpline. This year, help spread the love even further by supporting and purchasing these unique packs from Tesco stores. The family size packs (196g) are available NOW, with the larger more to share (350g) pack available from June.

Dan Newell, Mars Wrigley Confectionery, Fruity Confections Marketing Director, commented, "As a major brand we have a responsibility to use our voice and the power of our reputation for good, and supporting *Pride* is a great example of this."

Switchboard Co-chair Natasha Walker notes "We are honoured that Mars Confectionery have chosen Switchboard to benefit from their celebratory packages, particularly with artwork designed by one of our charity patrons. It's fantastic that people can not only taste the infamous rainbow, but support the great causes reflected in the Rainbow flag through the work of Switchboard."

NOTES FOR EDITORS

Switchboard provides a one-stop listening service for LGBT+ people on the phone, by email and through Instant Messaging. The charity was founded in 1974 and was formerly known as Lesbian and Gay Switchboard. More information is available at www.switchboard.lgbt.

For further enquiries please contact: media@switchboard.lgbt