

# MYER



SYDNEY  
GAY AND LESBIAN  
MARDI GRAS

## MEDIA RELEASE

02 FEBRUARY 2018

### **MYER SIGNS THREE YEAR PARTNERSHIP WITH SYDNEY GAY AND LESBIAN MARDI GRAS AS THE EXCLUSIVE FASHION AND RETAIL PARTNER**

Myer has signed a three year deal as the exclusive fashion and retail partner and major sponsor of the Sydney Gay and Lesbian Mardi Gras.

Myer CEO Richard Umbers and Sydney Gay and Lesbian Mardi Gras CEO Terese Casu announced the partnership today in Myer's Sydney City Store, alongside Australian designer and marriage equality advocate, Jayson Brunsdon, and local Mardi Gras performers and dancers.

As the fashion and retail partner of the Sydney Gay and Lesbian Mardi Gras, Myer will stand together with leading Australian businesses to showcase their commitment to diversity and inclusion in the workplace and broader community.

Myer has a range of activities planned both in store and as part of the iconic Sydney Gay and Lesbian Mardi Gras Parade on Saturday 3 March 2018. Myer's Sydney City and Bondi stores will feature prominently in the celebrations.

**Richard Umbers, Myer Chief Executive Officer, said:**

"Myer is delighted to announce our partnership as the major sponsor, and fashion and retail partner of the Sydney Gay and Lesbian Mardi Gras. This partnership is about being a positive voice for diversity and inclusion, and reflects the views of many of our team members who work across the business."

"Fashion and retail has always been considered a 'safe place' for the LGBTIQI community – not only accepting, but celebrating creativity and the contribution to the industry. Myer employs thousands of team members and works with hundreds of suppliers across Australia, and our people come from a diverse mix of cultures, religions and sexual orientations. We respect them all."

**Terese Casu, Sydney Gay and Lesbian Mardi Gras CEO, said:**

"We are delighted to have Myer as the exclusive fashion and retail partner of the Sydney Gay and Lesbian Mardi Gras. This Festival we celebrate all the amazing activists and leaders who have fought tirelessly for our rights over the last four decades. We also invite and welcome our new friends, such as Myer, to join the festivities to celebrate 40 years of fabulousness."

## ABOUT THE SYDNEY GAY AND LESBIAN MARDI GRAS

Now in its 40<sup>th</sup> year, the Sydney Gay and Lesbian Mardi Gras is a global beacon of diversity, acceptance and LGBTQI rights for people around the world.

To celebrate this milestone, the Festival program is bigger, better and more fabulous than ever as it reflects on four decades of amazing evolution, momentous achievements and extraordinary individuals.

The Sydney Gay and Lesbian Mardi Gras Festival kicks off on Friday 16 February 2018 with seventeen sparkling days, jam-packed with parties, performance, exhibitions, family and community events that culminate with the iconic Sydney Gay and Lesbian Mardi Gras Parade on Saturday 3 March 2018.

In this special anniversary year, the 2018 Festival focuses on the theme '40 YEARS OF EVOLUTION'. 40 years on from the original 1978 street Festival turned protest, the program and parade have been carefully curated to reflect and celebrate four decades of love, protest, diversity, acceptance, activism, pride, family, passion, creativity, drama and satire.

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### Image Access Details:

Images from the Myer Mardi Gras sponsorship announcement and launch will be available from 2.30pm (AEDT) on Friday 2<sup>nd</sup> February at [www.lucasdawson.com.au](http://www.lucasdawson.com.au). \*\*Please credit 'Lucas Dawson' in bi-line where possible.

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