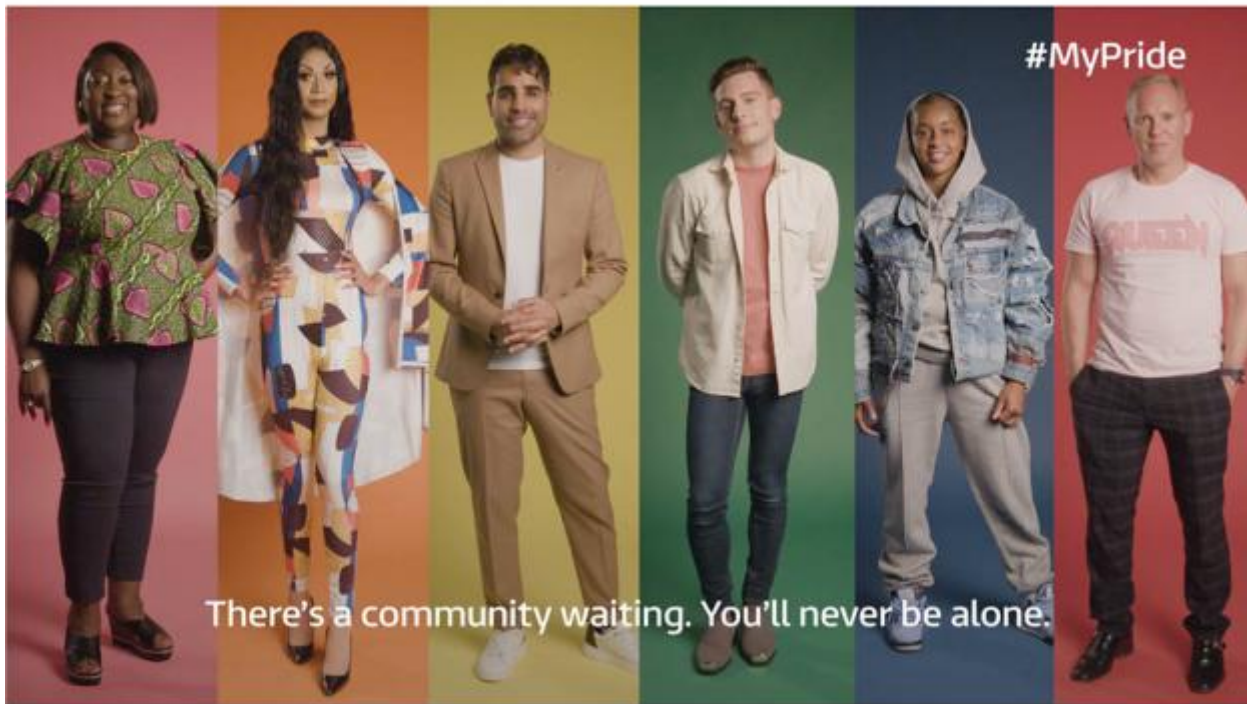


ITV Launch #MyPride digital series

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[Corporate](#), [Video](#)

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ITV is launching #MyPride, a new six-part digital series championing and inspiring younger members of the LGBT+ community.

Overview:

Across the month of July 2021, ITV will be publishing six short-form films across ITV's digital platforms and ITV Hub. These videos will feature LGBT+ role models sharing their personal stories of coming out, self-acceptance and advice for young members of the community who may be struggling with their identity.

The films will feature:

Lady Phyll (Co-founder of UK Black Pride)

Dr Ranj (ITV presenter)

Rob Rinder (ITV presenter)

Paigey Cakey (MC, musician and actress)

Tia Kofi (UK Drag Race UK series 2)

Riyadh Khalaf (Author, YouTube and TV Presenter)

Produced by Karma, #MyPride aims to open up the discussion around the struggles and challenges young LGBT+ people sometimes face. By sharing their deeply personal stories, these familiar faces hope to shine a spotlight on why Pride should last for more than one month a year and aims to inspire young LGBT+ people.

To support the campaign, ITV will also be publishing a variety of educational content on digital platforms to help inform parents and peers of young LGBT+ people on how they can help them in coming out and accepting their identity.

Creative Executive of #MyPride George Linley says, “Lady Phyll, Dr Ranj, Rob Rinder, Paigey Cakey, Tia Kofi and Riyadh Khalaf have all shared deeply personal memories of growing up and coming out which we hope will inspiring the younger generation to take pride in the people they are. It’s important for young LGBTQ+ people to hear positive stories of self acceptance - and self love - from people in the community. Everyone deserves to live an authentic life and we hope #MyPride inspires young people to do just that.”

Digital Executive Producer Ed Jones who commissioned the digital series says, “ITV is proud to work with such fantastic members of the LGBT+ community on this new series. These are important conversations to have and every member of the LGBT+ should feel safe to talk to loved ones if they want to.”

Notes: The first in the series will be published on Thursday 1 July across ITV digital Facebook, Instagram, Twitter and YouTube. It will be followed by the remaining five episode throughout July before all episodes are made available on ITV Hub.

[The first video in the series, featuring Lady Phyll, can be viewed here](#)

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