

Manchester, UK

August, 2018

Siemens unveils diversity pedestrian traffic signals for The Manchester Pride Festival

To celebrate The Manchester Pride Festival which will be held between August 24th and 27th, some of Manchester's pedestrian signals in the city centre will be replaced with a range of diversity images by Siemens.

Four special designs have been created to represent Lesbian, Gay, Hetrosexual and Transgender relationships, using the widely recognised gender symbols.

Inspired by a similar set of traffic signals that was produced for Bournemouth Pride this year and London Pride in 2016, these unique signals were manufactured by Siemens Mobility Limited's Intelligent Traffic Systems (ITS) business in the UK to show Manchester's support for LGBT+ diversity.

Siemens has changed 34 of the traditional 'green-man' symbols to different diversity symbols, with these remaining in place for the duration of the bank holiday weekend. The signals being changed are on the junctions of London Road & Fairfield St junction, Whitworth St & Sackville St and finally Princess St & Whitworth St 8 optics.

Mark Fletcher, Chief Executive for Manchester Pride, said; "It's great to see Siemens stepping out in support of LGBT+ people. As the charity which campaigns for LGBT+ equality all year round in Greater Manchester, we work hard to engage organisations to provide greater visibility. These diversity images on traffic lights do this in a fun and engaging way".

Juergen Maier, CEO of Siemens UK said: "We are proud to have worked so closely with Manchester Pride and TfGM on this initiative, and to show our support for the festival in a fun and engaging way by installing these LGBT+ signal designs. Diversity and inclusivity is very important to Siemens, and this is a great example of a simple idea of supporting Pride and getting all people in Manchester to engage in a conversation about LGBT+ inclusion."

Press Release

Bob Morris Transport for Greater Manchester Chief Operating Officer said: "One of Greater Manchester's greatest assets is its diversity. We are proud, in conjunction with our traffic signals contractor Siemens, to transform some of the traffic lights around the Gay Village for Pride. Hopefully they'll give visitors and residents a special welcome as they enjoy the festivities over the Big Weekend."

Deputy Mayor of Greater Manchester Bev Hughes said: "Greater Manchester is known around the world for being a beacon of hope and acceptance for LGBT+ people. This initiative is a superb symbol of how everyone in our city-region should be free to express who they are and who they love."

The Manchester Pride Festival is Manchester Pride's flagship event with its roots in the heart of the city's world famous Gay Village.

The festival, which is an award-winning four day event celebrating LGBT+ life, is made up of The Big Weekend, The Manchester Pride Parade on Saturday afternoon, the alcohol free space that is The Superbia Weekend and the culmination of the festival The Candlelit Vigil.

The event takes place in August, with this year's The Big Weekend set to run from Friday 24 - Monday 27 August and the Parade on Saturday 25 August.

The Big Weekend is renowned for bringing some of the best homegrown and international artists to the heart of Manchester City Centre to celebrate LGBT+ life and 2018 is set to prove no different. Topping the bill on the Thomas Cook Airlines Stage will be artists including Rita Ora, Jake Shears, Sigala and Alexandra Burke.

Siemens will also be sponsoring a well-being community café at LGBT Foundation in the Gay Village over the course of Pride which will provide a dedicated space for LGBT+ people to relax, meet other people and reduce social isolation.

Rob Cookson, Deputy CEO, LGBT Foundation "LGBT Foundation is delighted to be working with Siemens, who will be providing support for our Community Café during Pride. The Community Café provides dedicated space for the LGBT community to relax, meet other people and reduce social isolation. Making the traffic lights inclusive is also amazing and shows Siemens providing strong leadership and visibility in the field of LGBT equalities."

Greater Manchester's LGBT Adviser Carl Austin-Behan added: "These traffic signals are a way to show positive visibility that our great city can demonstrate that everyone in Greater Manchester is accepted for who they are. It's such an important and beautiful message for LGBT people across Greater Manchester and those that are visiting for Manchester Pride. It's great to get these messages across in a fun and simple way that can make such a big impact."

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Notes to editors

- The images are seen when the pedestrian light turns green and are a temporary installation in the town centre.
- Siemens was awarded the traffic signals installation and maintenance contract by Transport for Greater Manchester (TfGM) in 2011. The company has installed these new traffic signals free of charge.
- The Manchester Pride and TfGM teams have overseen this project and given it full approval and support.
- Siemens PLC has an active LGBTQ+ community called Spark, which works together with the global Pride@Siemens LGBT+ network of employees.
- The sponsorship of the community café joins other sponsorships from this year including, Newcastle, Bournemouth & Lincoln pride festivals.

Media contacts

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About Siemens

Siemens AG (Berlin and Munich) is a global technology powerhouse that has stood for engineering excellence, innovation, quality, reliability and internationality for 170 years. The company is active around the globe, focusing on the areas of electrification, automation and digitalization. One of the world's largest producers of energy-efficient, resource-saving technologies, Siemens is a leading supplier of efficient power generation and power transmission solutions and a pioneer in infrastructure solutions as well as automation, drive and software solutions for industry. With its publicly listed subsidiary Siemens Healthineers AG, the company is also a leading provider of medical imaging equipment – such as computed tomography and magnetic resonance imaging systems – and a leader in laboratory diagnostics as well as clinical IT. In fiscal 2017, which ended on September 30, 2017, Siemens generated revenue of €83.0 billion and net income of €6.2 billion. At the end of September 2017, the company had around 377,000 employees worldwide. Further information is available on the Internet at www.siemens.com.

The LGBT Foundation

Established in 1975, LGBT Foundation exists to support the needs of the diverse range of people who identify as lesbian, gay, bisexual and trans. They stand for a fair and equal society where all LGBT people can achieve their full potential. We are a nationally significant charity firmly rooted in our local communities of Greater Manchester and provide a wide range of evidence-based and cost effective services. Each year, we serve over 40,000 people, achieving an average 98% satisfaction rating, as well as providing information to over 200,000 individuals online. As a result, we serve more LGBT people than any other charity of our kind in the UK. Throughout all of our work, we support LGBT people to increase their skills, knowledge and self-confidence to improve and maintain their health and wellbeing. We also work in partnership with others to build strong, cohesive and influential LGBT communities. Working together, we are changing LGBT lives for the better and securing a safe, equal and healthy future for all LGBT people.

About Manchester Pride:

Manchester Pride campaigns for the advancement of LGBT+ equality; celebrates LGBT+ life and creates opportunities that engage LGBT+ people so that they can thrive.

As one of the leading LGBT+ charities in the UK, its work aims to challenge discrimination in relation to homophobia, biphobia and transphobia and through our grant-giving, it supports, enrich and empowers LGBT+ community groups, events and causes in Greater Manchester.

Press Release

The organisation fundraises by staging a number of events throughout the year, including the award winning Manchester Pride Festival, The Manchester Pride Spring Benefit, events recognising International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT) and the year-round programme of culture, Superbia.

Since 2003, Manchester Pride has raised and distributed over £1.5million.