



PRIDE IN SERIES

Peter Williams | 2023 | London, United Kingdom

01 | OVERVIEW



Gayther is an online service home to one of the world's largest collections of current and relevant LGBTQIA+ information. Gayther's Pride in Series is a set of guides and interactive tools within the platform, designed to positively inform and showcase the known and lesser-known sexualities, gender identities and special groups that make up the LGBTQIA+ community. Each

guide provides straightforward explanations, definitions, and interesting facts and figures that will have visitors thinking aloud, 'I did not know that.'

Information that is diverse, inclusive and gives people a sense of pride and belonging regardless of whether they are on your journey of acceptance, have already come to terms with their identity or are curious and want to learn more. The Pride in Series showcases a wide range of groups and identities from within and outside of the LGBTQIA+ community and will help people better identify, empathise, and ultimately be more accepting and understanding of sexualities and identities.

"Finding and identifying with people that are similar to us will make most of us feel less alone, less isolated, a greater sense of belonging, and more accepting of who we are", says Peter Williams, founder of Gayther,

"Positive role models, people happily going about their daily lives in public or private, accepting of who they are, can help and empower those on the journey to change their self-image and ultimately come to terms with some or all of the aspects of what makes them, them."

02 | TAGS

pride, about, sexuality, gender identities, special groups, gay, lesbian, bisexual, transgender, questioning, intersex, asexual, gender neutral, showcase

03 | KEY FACTS

- Gayther's pride in series has nine guides relating to sexualities, six guides relating to gender identities and six relating to special groups
- Gayther's Pride in series contains over 140 images, 24 icons, 28 flags and 21 colour charts
- The Pride in series showcases 144 public and well-known figures, each associated with a specific identity or group
- Gayther Events are home to over 53 significant LGBTQIA+ events and observation dates. Of those with community-related categories, 30, or 57%, related to sexualities, 15 or 28%, related to gender identities, and 8 or 15%, related to more a general classification
- The sexual identities (what are your colours?) and gender identities (how do you identify?) personality tests are interactive and fun ways to establish identities closest to how a person thinks or feels