

**From red to rainbow:
Kellogg factory lights up in celebration of LGBTQ+ Pride**

Cereal giant, Kellogg, lit up its Trafford Park factory in the colours of the rainbow last night to mark the beginning of what is traditionally a season of summer Pride events.

With the postponing of Prides across the UK due to COVID-19, including Manchester and Salford's festivals, the business wanted to find a different way to celebrate and recognise its LGBTQ+ colleagues and communities.

Manchester headquartered Kellogg's will be lighting up its factory every evening for the month of June, marking Pride in the absence of the planned celebrations that are no longer taking place. The factory will then be lit up again in August when Manchester Pride was due to happen.

The initial idea to light up the factory came from Kellogg's network of LGBTQ+ staff and allies, who champion inclusion within the business.

Kellogg's VP and head of UK business, Chris Silcock, said: "At Kellogg's we want to create an environment where everyone feels they belong, and we didn't want to let this time pass without doing something to celebrate LGBTQ+ communities and our employees.

"Pride events hold so much significance and importance and, while we know lighting up a factory can never replace a pride celebration, we hope this goes some way to show our solidarity and support during these times of change."

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