

BASILDON PRIDE ANNOUNCE NEW PARTNERS

02/06/2022

Basildon Pride is delighted to kick off Pride Month by announcing our new Official Partnership with two fantastic local organisations.

Fiserv, a leading global provider of payments and financial services technology solutions, who have been serving clients from offices in Basildon for over 30 years, are entering into a 3-year partnership deal.

Basildon Pride will work closely with Fiserv's Unity Employee Resource Group to deliver a reciprocal programme of support for both organisations with the ultimate goal of driving greater understanding, inclusion and acceptance of the LGBTQ+ community across the Basildon Borough and surrounding areas.

Neil Decker, Lead of the EMEA Unity Chapter at Fiserv said "our Employee Resource Groups like Unity allow us to create a more welcoming workplace and engage with our communities on a deeper level. The people and organizations we work with are our neighbours and friends and this strategic partnership will help raise awareness and create lasting change for LGBTQ+ communities, local businesses, and people networks in the Basildon borough."

Local Basildon Shopping Centre Eastgate has supported the work of Basildon Pride since its inception. They have agreed to a 1 year rolling partnership deal. They will continue to provide support throughout the year including use of space for events, display space in empty shop windows and for the first time ever the Basildon Pride Parade will pass through the centre. Likewise, Basildon Pride are looking forward to working with the retailers in the centre and supporting their businesses in continuing to be places where the LGBTQ+ community feel at home, whether they be customers or employees. Ian Clark, Eastgate's centre manager, said: "What Basildon Pride has achieved since it started in 2018 is phenomenal. We're proud to be a partner and supporter for all they do and look forward to celebrating with them during Pride Month and the Basildon Pride Festival."

David Burton-Sampson, Chair of Trustees for Basildon Pride said "Our new partners are a vital support for our charity in enabling us to deliver our programme of work throughout the year. Eastgate has been an active and longstanding supporter of Basildon Pride and we are delighted with the commitment and dedication Fiserv have given us. We are looking forward to working closely with both organisations as we celebrate diversity and continue our drive for greater equality and inclusion within the Basildon Borough and surrounding areas."



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