



Media Information
2nd May 2023

BMW Ireland Partners with Mother Pride Block Party 2023

- BMW Group Ireland partnering with leading LGBTQ+ Pride celebration, Mother Pride Block Party
- BMW will be the official car partner of the festival

Today BMW Ireland is taking its first step in becoming active supporters for the LGBTQ+ community by partnering with MOTHER for its annual Pride Block Party, the biggest ticketed event at the Dublin LGBTQ Pride Festival.

This event annually raises vital funds for GCN (Gay Community News), Ireland's national LGBTQ+ publication - a valued free community resource and registered charity.

This 'mother' of all Pride Parties will be held from the 23rd to the 25th June 2023 at Collins Barracks in Dublin held and will feature a BMW iX1 installation with the theme of #UnitedwithPride, BMW's global campaign to support LGBTQ+ community. Around the world, the BMW Group has consistently been a proud supporter and partner of the LGBTQ+ community having supported World Pride festivals and people that champion diversity.

Speaking at the launch of the partnership, Helen Westby Managing Director for BMW Group Ireland said: "Diversity is incredibly important for the BMW Group as a business. It is incredibly powerful, but for us to be successful we all need to take steps to challenge the status quo. We can do this by giving everyone the confidence, support, and a platform to share their ideas and perspectives. We are delighted to be working with Mother to become active supporters of the LGBTQ+ community in Ireland."

"Mother is delighted to welcome BMW as key partner for the 2023 Mother Pride Block Party. The Support from BMW enables us to continue our journey in creating a safe and celebratory space for LGBTQ+ community in Dublin City during the Pride season, one of the biggest celebrations in the country along with



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raising awareness of the festival to a wider audience" said, Lisa Connell, Co-Founder of Mother.

As part of this partnership staff in BMW Group Ireland will partake in a Pride at Work training programme led by Jed Dowling from Dublin LGBTQ Pride. Training sessions will focus on finding out what the letters in LGBTQIA+ mean with a focus on understanding what the differences between sexual orientation, gender identity and biological sex are. Lastly getting and understanding of the pronouns that are used and learning why the Pride flag is constantly evolving will also feature in the training programme.

2023 also marks a series of significant anniversaries in the history of Pride and LGBTQ+ rights in Dublin. It's the 50th anniversary of the first LGBTQ+ group in Dublin, the Sexual Liberation Movement in Trinity College. The 40th anniversary of the famous march to Fairview Park and the first Dublin Pride Parade and the 30th anniversary of the decriminalisation of homosexuality in Ireland.

Stay tuned to BMW Ireland social media channels for more information and competitions to win tickets plus exclusive opportunities on [Facebook](#), [Twitter](#), and [Instagram](#) ahead of the event.

Caption: BMW Partnership x Mother Pride Block Party.

(L-R) Lisa Connell co-founder of Mother and Helen Westby, Managing Director BMW Group Ireland.

-ENDS-

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.



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The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

About Mother

Conceived in 2010, Mother is an LGBTQ+ club night for disco-loving gays and their friends. The club has become an institution of Dublin nightlife. Not only has the club raised the bar regarding queer club culture in Dublin, but Mother is also a main player in creating magical moments at some of Ireland's biggest festivals, including their own Pride Block Party.

The club itself is based at its home, Lost Lane on Grafton St. Mother has hosted a wealth of artists across their club and festival shows including Anitta, Rina Sawayama, Lily Allen, Kelis, Scissor Sisters; Ana Matronic & Jake Shears, Honey Dijon, Clean Bandit, Loreen, Mø, The Magician, Crazy P, Aeroplane, Nancy Wang (LCD Soundsystem), Little Boots, Rory Phillips, Alex Metric, Jacques Renault, Shit Robot, Optimo, Daithí, Le Galaxie and many more. Mother have also been honoured to support some of their biggest idols such as Róisín Murphy, Peaches and Grace Jones!

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