

April 9, 2024

Dentsu Exhibits a Booth at Tokyo Rainbow Pride for the Eighth Consecutive Year

— Introducing Pride Actions for the Diverse Spectrum of Sexuality and Life —

Dentsu (Brand: “dentsu”; Headquarters: Dentsu Group Inc.; Head Office: Tokyo; Representative: President & Global CEO Hiroshi Igarashi) today announced that dentsu Japan (Brand: dentsu Japan; Location: Tokyo; Representative: CEO Takeshi Sano), which oversees and supports the business of dentsu in Japan, will exhibit a booth at Tokyo Rainbow Pride 2024 (TRP2024) *¹, an event sponsored by the specified non-profit organization Tokyo Rainbow Pride*². The event is one of the largest LGBTQ+-related events in Asia, and will be held from April 19 to 21.

Dentsu aims to help realize a vibrant society where people enjoy a fulfilling life through “people-centered transformation,” and is determined to continually promote the concept of diversity, equity and inclusion (DEI) in a wide range of areas, including gender equality and multicultural inclusion.

For details of the booth exhibition, please visit the dentsu Japan website.

<https://www.japan.dentsu.com/en/assets/pdf/news/2024008-0409en.pdf>

*1: The Tokyo Rainbow Pride, one of the largest LGBTQ+ events held in Asia, has been held since 2012 with the aim of promoting the existence of sexual minorities including LGBTQ+ in society and celebrating the diversity of sexuality and life.

<https://tokyorainbowpride.com/english/>

*2: Please see the following website for details on the specified non-profit organization Tokyo Rainbow Pride.

<https://tokyorainbowpride.org/> (Japanese language only)

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