

A Reminder Which Should Never Be Dismissed



Does May 17th ring a bell? We know, there are numerous special days to celebrate, but this one deserves to have a strong reminder. So, in case you have forgotten, <u>LELO</u> is here to make sure we are all aware of the International Day Against Homophobia - especially today - in these tough times we are facing when LGBTIQ people really need our support. Today, our shout-out needs to be louder and the unity stronger than ever.

The challenges LGBITQ persons are facing in these COVID-19 crises are more than disturbing. There are growing numbers of reports on the elevated risk of family violence, increased social isolation and anxiety as well as difficulties in accessing crucial HIV treatment and gender-affirming health services - like they haven't been facing numerous restrictions before.

if we take a look back into the history where the homosexual act was considered the toughest moral sin and those who broke it were put to public shame and biggest punishments, of course we can see enormous change but in some parts of the world, it's still a taboo or considered a big shame - kinda sounds like history? When we think we have seen it all, the progress society has made, achievements we have done, from science to medicine, it's absurd to see how these things are still possible. It's unbelievable that fear and aversion towards homosexual people are a reality for some

Note to Editors: All media inquiries can be directed to pr@lelo.com

LELO is the world's leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through bedroom accessories and soy massage candles. LELOi AB is the Swedish company behind LELO, where offices extend from Stockholm to San Jose, from Sydney to Shanghai.



Come Together

- those who are against any form of homosexuality, those who use it as a political label, think of it as a disease, disorder, those who use verbal and physical violence - the ones who think it's forbidden to love. Disapproval, numerous prejudice, fear and hate, verbal but even physical bullying - it comes from all of those who are against any form of LGBITQ presence. And it's saddest when it comes from family and friends. Of course, there are laws against discrimination, but those mostly make just a piece of paper, real life is something completely different. The fact is - its presence is live and it's making a big problem in our society.

And then we see the other part of society constantly trying to find a proper way to make a change, including the LGBITQ people. We are celebrating pride parades and marches, protests, diverse activities, loud media acceptance and support and this is what has to keep on going. There are numerous discussions on how many rights should LGBITQ members of society have and how we are really not trying to make their equality in society. But what they only want is justice - to make them have the same equality, the opportunity to have a normal life, a possibility to "come out" and speak freely about their orientation.

And at the end it all sums up to one thing - persistence. Moving out of our comfort zone, the constant rebuttal of negativities and intolerance, enormous support of any LGBITQ activities, strong media accompaniment and the biggest salute to any person "coming out" - this is what helps out the most, makes a change LGBITQ persons want to see and makes easier that lives of those "different" become equal.