

1 June 2021

## HSBC Malta becomes title sponsor of Malta Pride

HSBC Bank Malta has signed an exclusive sponsorship agreement with Allied Rainbow Communities (ARC), the official organiser of Malta's Annual Pride Week. Through this agreement the bank will become the title partner of the event '*Malta Pride in association with HSBC Malta*'. HSBC will also be the Main Stage and Pride March sponsor and will be the lead sponsor of all ARC-led events taking place during Pride Week which is scheduled between the 10 and 19 September 2021.

Crawford Prentice, Head of Wealth and Personal Banking at HSBC Malta, said: "June is Pride Month so it's a great time to be announcing this new agreement with ARC and to celebrate HSBC's commitment to LGBT+ inclusivity. This commitment is also reflected in our efforts to ensure a safe and supportive workplace through various learning, development, networking and collaboration initiatives".

ARC Malta President Clayton Mercieca, commented: "This support by HSBC gives the LGBTIQ community a renewed hope to rebuild and reunite once again in this difficult period. We are thrilled to partner up with such a world renowned bank and whatever shape Pride takes this year we will ensure that this year's message 'Int inkluz' [You are included] is delivered."

HSBC globally is committed to valuing difference and the bank's efforts to create an inclusive workplace have won awards in the United Kingdom, the United States, Australia and Hong Kong.

ARC, apart from being the official organiser of Malta's Annual Pride Week, is also a voluntary organization which aims to promote further growth in our Communities and creating opportunities for giving back to society with particular focus on LGBT+ individuals and allies on the Maltese Islands.

Watch [the video](#) where Crawford Prentice, Head of Wealth and Personal Banking at HSBC Malta and Clayton Mercieca ARC Malta President talk about the new partnership.



**PHOTOCAPTION: HSBC logo sporting an LGBT+ look**

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