

## Reebok launches 'Pride Collection' ahead of Pride Month

United States - Reebok has released a limited edition 'Pride Collection' in recognition of Pride Month this June. The range brings vibrant updates to the brand's classics, like the Club C, Classic Leather and Freestyle Hi.



Each 'Pride Collection' style showcases a rainbow-coloured Pride flag, replacing the Reebok flag, as well as rainbow thread stitching throughout, signifying the diversity of the LGBT community.

A portion of the proceeds from the collection will be donated to Boston-based Fenway Health to support their ongoing mission of enhancing the wellbeing of the LGBT community, and all people, through access to quality health care, education, research and advocacy. Since 1971, Fenway Health has been dedicated to making life healthier for people around the nation, specifically supporting the LGBT community, people living with HIV/AIDS and the broader population.



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"Since the beginning, Reebok has had a lifelong mission to transform the lives of others through fitness and wellness," said Matt Blonder, VP of digital brand commerce at Reebok and co-chair of the brand's Colorful Soles LGBTQ+ employee resource group.

“Inclusivity has been an intrinsic part of building our foundation, so working alongside a health centre like Fenway Health felt like such a natural fit. We pride ourselves in working with those who share these same bold and inclusive values.”

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