

# WHSmith Australia partners up to support Sydney WorldPride 2023



WHSmith Australia is a partner for Sydney WorldPride 2023, with activations featuring prominent creative supporting the event

[WHSmith Australia](#) has announced its support as a partner for Sydney WorldPride 2023, celebrated this year from February 17 to March 5.

This year's celebrations coincide with the 50th anniversary of the first Australian Gay Pride Week, the 45th anniversary of the first Sydney Gay and Lesbian Mardi Gras, and five years since the legalization of same-sex marriage in Australia.

As a supporting partner, WHSmith has worked collaboratively with Sydney WorldPride to build and bring activations to life, aligning with the peak travel period to Sydney for the Sydney Gay and Lesbian Mardi Gras, reads the WHSmith press release.

Across Australia, WHSmith airport stores will feature prominent creative supporting the Sydney WorldPride event and offer inclusive and celebratory products for travelers.

Carl Hargrave, WHSmith Managing Director APAC, said, "The WHSmith Australia partnership with Sydney WorldPride is a perfect fit, providing both local and international visitors to Sydney a warm welcome on their journey through our stores in airport locations to and from Sydney WorldPride. We're delighted to be able to play a part in supporting WorldPride, driving positive change, and doing what we do best: offering a best-in-class experience to our customers."

Working closely with supplier partners, including [Coke](#), [Mondelēz](#), [Red Bull](#), [Mars](#) and [Byron Bay Cookie Company](#), WHSmith has created dedicated Sydney WorldPride spaces across its stores,

featuring special offers and giveaways to customers traveling to and from WorldPride.

Leading in convenience and supporting the celebrations, travelers will be able to pick up Pride-themed Oreos, Byron Bay Cookies and Skittles at WHSmith in key airport locations. Those passing through WHSmith at Sydney Airport Arrivals will be able to get their hands on free limited edition 'Love' Coke cans.

Hargrave added, "As well providing our customers with great products and creative to support WorldPride celebrations, our partnership with Sydney WorldPride gives WHSmith Australia an opportunity to reflect on our longer-term commitment and drive to support and celebrate all of our colleagues for their unique qualities, ideas and insights."