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By Michael Barker

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## ***Pink Lady backs Digital Pride***

### Apple brand launches exclusive promotion with the Co-op to find LGBTQ+ heroes of the Covid crisis



**P**ink Lady apples have teamed up with the Co-op with a new promotion to celebrate this year's Digital Pride.

As part of its support for Digital Pride powered by Gay Star News, Pink Lady explained that it is celebrating the LGBTQ+ community by recognising people from all over the UK who have gone above and beyond during the pandemic, through an on-pack competition exclusive to Co-op stores nationwide.

The promotion, which invites Co-op shoppers to nominate their Pride heroes to win one of ten Pink Lady pamper packages, will be featured on both the four and six pack of Pink Lady apples for three weeks from 15 July. During the promotion, some Pink Lady apples will feature the rainbow pride limited edition PLU stickers.

Scott Nunn, co-founder

of Gay Star News and Digital Pride, said: "Pink Lady continues to be a supportive creative partner to Gay Star News and the Digital Pride celebration. We hope the nominations shine a light on the amazing impact members of the LGBTQ+ community, and their support networks, have made during this pandemic. From key workers and NHS staff, to community heroes and family members, we want people to spread a little love during Digital Pride and celebrate the people who deserve a little pink pamper."

The on-pack sticker competition will be supported by in-store digital advertising on community screens in 134 participating Co-op stores, which represents a first for Pink Lady. The ad will feature the brand's **recent TV advertising** that brings to life the multi-sensory experience of enjoying a Pink Lady apple.

Anyone can also nominate

their hero for a pamper package through the Pink Lady website. The competition will be further promoted through PR and social by Pink Lady and Gay Star News.

Pink Lady marketing manager Lynn Shaw explained: "Our Pink Lady rainbow stickers have become an annual celebration of our support for Pride and the LGBTQ+ community, through our longstanding collaboration with Gay Star News. This year social distancing restrictions mean that Digital Pride is even more significant. We're proud to be able to team up with Co-op to reward the people who have made a difference to their community, by offering the chance to win a well-deserved pamper package. Anyone can take part and winners will be chosen at random, so we can recognise peoples' acts of support and selflessness, whether they are small gestures or great commitments."