

News Release

May 13, 2024

"Make Hiroshima a place where everyone can feel free to be themselves." Sponsorship and Participation in 2024 Hiroshima Rainbow Parade

EXEO Group, Inc. (head office: Shibuya-ku, Tokyo; Tetsuya Funabashi, President) announces its sponsorship of and participation in Hiroshima Rainbow Parade, a part of the Hiroshima Butterfly Project organized by the Hiroshima Prefectural Sexual Minority Association.

This year the Hiroshima Rainbow Parade was held for the second time as a part of the Grand Flower Parade during the Hiroshima Flower Festival. With the goal of promoting peace, it is one of Japan's largest flower and greenery events focused on fostering connections between residents and people around the world by showcasing the beauty of flowers and greenery.

After five years of being a smaller event, the Hiroshima Flower Festival has returned to its pre-pandemic scale, attracting a total of around 1,816,000 visitors. The parade was a huge success, with over 6,000 participants from 75 different groups marching in the parade.

EXEO Group strives to help establish a society in which everyone can live their lives proudly and positively as the people that they are and enjoy themselves every day. Participating in events in different regions including Tokyo Pride Parade, we will continue with our activities aimed at connecting with as many individuals as possible and promoting cooperation through a better understanding of diversity.



2024 Hiroshima Rainbow Parade

Held as a part of the Grand Flower Parade during the Hiroshima Flower Festival

Goals: Make Hiroshima a place that everyone wants to come to, settle down in and call home

Expand activities to support diversity, equity and inclusion

Make Hiroshima a place where everyone can feel free to be themselves

Date: Friday/holiday, May 3

Course: Hiroshima Heiwa Odori Ave. (Peace Boulevard)

1.2km from Tanakamachi intersection to Peace Memorial Park

Audience: 90 people

(Reference)

Hiroshima Prefectural Sexual Minority Association (Butterfly Project Hiroshima)

Press release: https://note.com/hiroshima_dei/n/n3d562c844bdc

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