# Uniting for Pride: Bigo Live and iHeartMedia Champion LGBTQ+ Inclusivity at LA Pride Parade



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Los Angeles, June 14, 2024 – The streets of Los Angeles recently surged with joy, colour, and unwavering solidarity as the LA Pride Parade enlivened Hollywood Boulevard. This year, the celebration saw a momentous collaboration between Bigo Live, a dynamic live-streaming platform, and iHeartMedia, creating the "Live Proud, Love Loud" campaign to honour Pride Month.

The alliance highlights a collective effort to spotlight and champion the LGBTQ+ community through a blend of advanced live-streaming technology and extensive radio reach. The union of Bigo Live and iHeartMedia stands as a powerful testament to inclusivity, diversity, and visibility.

Eric Kim, Senior Operations Director at Bigo Live, remarked, “At Bigo Live, we are dedicated to amplifying the voices of our users, fostering inclusivity, and creating a space where everyone feels seen, heard, and celebrated. Our partnership with iHeartMedia for the Parade is a testament to our commitment to supporting Bigo Live broadcasters within the LGBTQ+ community, not just on this special day, but throughout the year.”

The celebratory weekend commenced with LA Pride in the Park at LA State Historic Park on June 8th, followed by the parade on June 9th. Bigo Live made a vibrant entry, marching with over 80 top creators and users, led by their spirited mascot, Dino. The event was further animated with exclusive Pride-themed merchandise giveaways, from sunscreen-equipped sunglasses to lively frisbees and charming pet handkerchief collars.

But the real essence of Bigo Live's presence was in the engagement, seamlessly weaving digital interactions with on-ground festivities. With live-streaming capabilities, everyone could join the parade virtually, feeling the pulse of the celebration no matter where they were. An exclusive LA Pride Parade-specific Channel Room event, which kicked off at 11 AM PST, enabled users to immerse themselves in real-time happenings.

Singer and top broadcaster on Bigo Live, Yetta Brown, expressed the profound impact of such events: “It’s empowering to see our community come together, celebrate diversity, and stand proud. Through Bigo Live, we connect, inspire, and create a space where everyone can thrive on their own terms.”

The "Live Proud, Love Loud" campaign goes beyond June's revelries. Building on the success of last year's #Pride365 initiative, Bigo Live extends its solidarity with the LGBTQ+ community throughout the year. The campaign encourages people to embrace their identities and share their stories with unwavering pride and passion.

In the digital sphere, Bigo Live's dedicated Pride 365 space, the Channel Room, serves as a vibrant hub for top LGBTQ+ creators to host live streams, fostering an inclusive online environment. This space not only celebrates but continually uplifts the voices within the community.

Additionally, Bigo Live has ventured into meaningful partnerships with several prominent LGBTQ+ organisations across the United States. One noteworthy partnership is with Life is Work, a trans-led organisation focusing on education, empowerment, and mobilisation of TLGBQ+ individuals. Through Bigo Live's platform, Life is Work participates in special broadcast events, sharing their mission and advocacy.

Moreover, Bigo Live's commitment transcends the digital realm with a pledge of over $14,000 to organisations such as the Latino Equality Alliance, Equality California Institute, and the Wall Las Memorias Project. This financial commitment underscores confidence in the impactful work these organisations perform within the LGBTQ+ community.

By forging these alliances and investing in both online and offline initiatives, Bigo Live underscores its role as a judgement-free platform for joy, value, and authentic connections. The "Live Proud, Love Loud" campaign continues to resonate, celebrating the vibrant spectrum of the LGBTQ+ community with pride and fervour.