

Scottish celebrities call on nation to back LGBTQ+ campaign

Pop culture figures partner with charity to support Scottish youth.

Two prominent Scottish celebrities are rallying support for a charity fundraising initiative aimed at raising LGBTQ+ youth awareness in Scotland, with a goal to bathe the nation in purple.

Taking place on 23 February [Purple Friday](#) encourages people to celebrate the spirit of the LGBTQ+ community and allies by donning the colour purple and taking part in the Miles for Money Challenge.

Celebrating its ninth year, the [LGBT Youth Scotland](#) awareness day, with the support of Alan Cumming and Lauren Mayberry from CHVRCHES, is on a mission to raise £20,000 for LGBTQ+ youth.

Bafta-winning actor, Alan Cumming said: "I'm delighted to be supporting LGBT Youth Scotland in building a more inclusive Scotland this #LGBTHistoryMonth.

"Young people are our future and it's so important that queer young people all over Scotland know that they are loved and valued for who they are."

This Purple Friday, Scotland's communities across the nation are encouraged to cover as many miles as possible in various activities, turning their efforts into funds for Scotland's national LGBTQ+ charity.

The initiative will visually manifest on LGBT Youth Scotland

Scotland's website with a map of Scotland lights being lit up in purple. Additionally, historic sites such as Lerwick Town Hall and Perth Theatre and Concert Hall will light up in purple this year.

CHVRCHES' singer Lauren said: "Myself and CHVRCHES are longtime supporters of LGBT Youth Scotland and the important work they do.

"As someone who seeks to be a visible and vocal ally to the LGBTQ+ community, I hope that initiatives like Purple Friday can help encourage young people to live proudly as their authentic selves and be seen, accepted and celebrated for who they are.

LGBT Youth Scotland is Scotland's national charity for Lesbian, Gay, Bisexual, Transgender, Queer & Questioning and Intersex (LGBTQ+) young people aged 13-25.

LGBTQ+ young people face unique and additional barriers to realising their potential, and LGBT Youth Scotland collaborates with young people to remove those barriers, working with them individually and amplifying their collective voices to influence change.

Speaking about this year's event, Dr Mhairi Crawford, Chief Executive of LGBT Youth Scotland said: "Visibility is so important for LGBTQ+ young people. When they see allies publicly supporting them, it builds self-esteem and creates safer, more inclusive communities.

"That's why this year we're asking people to be high-viz allies – to get active, have fun, and visually demonstrate that Scotland stands with its LGBTQ+ young people.

"The miles you move and money you raise through sponsorship will help us continue providing life-saving services and campaigning for equality. We want to ensure LGBTQ+ young people in Scotland grow up in a country where they are loved,

included and free to be themselves.”

“It’s fantastic to have high-profile allies like Alan Cumming and Lauren Mayberry backing our campaign. It’s incredibly important for those with large platforms to use them as a force for good and Alan and Lauren are a big boost to us and I’m sure to many young people.”

The charity recently received the Participation and Youth Voice award at the National Youth Work Awards for its work with the Trans Rights Youth Commission, and a judge’s commendation at the Proud Scotland Awards for the Charity Initiative award.

For more information, and to sign up to support Purple Friday, visit: <https://lgbtyouth.org.uk/purplefriday/>

For more information on LGBT Youth Scotland, visit: <https://www.lgbtyouth.org.uk/>



Lauren from CHVRCHES

