

FOR IMMEDIATE RELEASE

CELEBRATING LOVE IN ALL ITS COLOURS

In a delicious collaboration with Qantas and the Rainbow Families charity, Byron Bay Cookie Company is bringing back its popular PRIDE Cookie in 2023, to coincide with World Pride in Sydney.

Baked to perfection in Byron Bay, the Pride Cookie is a colourful heart-shaped blend of milk choc chunks topped with rainbow choc drops.

Just in time for Mardi Gras celebrations, the Byron Bay PRIDE Cookie will be available on board selected Qantas domestic flights leading up to the Mardi Gras parade, allowing the flocks of Mardi Gras incomers and sky high travelers to be part of Australia's largest rainbow celebration.

10c per PRIDE Cookie sold will be donated to Rainbow Families to support LGBTQ+ parents and their children. Rainbow Families is a grassroots charity that provides a much needed voice for lesbian, gay, bisexual, transgender and queer (LGBTQ+) parents and their kids.

Ashely Scott, Executive Officer for Rainbow Families explains, "We are delighted to be part of this delicious initiative. Sydney World Pride is a time of celebration for our families - a time to come together and be with our vibrant and diverse community. Although there is much to celebrate, there is still so much work to be done before all families are treated equally. Thanks to this generous donation we will be able to support even more LGBTQ+ parents and their families across Australia."

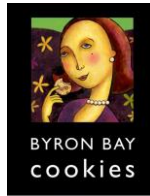
Emilie Emond, Marketing Manager for the Byron Bay Cookie Company says, "It was important to us to work with a charity that makes a real difference in the LGBTQ+ community. We are thrilled to be partnering with Rainbow Families with this colourful partnership."

Rather than releasing it as a limited edition flavour profile, the heart-shaped cookie will form part of Byron Bay Cookies' ongoing range of products.

The PRIDE Cookie will be handed out on Qantas domestic flights from mid-February, and will be available in selected cafés and at www.cookie.com.au from 1 Feb 2023 for RRP \$4.00, or RRP \$42.00 for a box of 12 cookies.

Click here for [assets](#). For more information or image requests, please contact:

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Note to Editors

Byron Bay Cookie Company

www.cookie.com.au

www.instagram.com/byronbaycookies

Baked by cookie lovers for cookie lovers, Byron Bay Cookies are full of luscious ingredients and harmonious flavour pairings, delivering a moment of indulgence with each bite. Crafted with passion and baked to perfection, each cookie takes inspiration from the very essence of Byron Bay.

From humble beginnings at the local markets in 1990, Byron Bay Cookies have become a staple in cafes across Australia (and beyond!), as well as reaching the wider retail market in Coles and Woolworths. The Byron Bay Cookie gift range is available in David Jones foodhalls nationwide.

Byron Bay Cookies have recently partnered with Nestle's KitKat and restaurant chain Betty's Burgers.

Cookie lovers worldwide can get a taste of Byron delivered to their door by shopping online at cookie.com.au

Rainbow Families

www.rainbowfamilies.com.au

<https://www.instagram.com/rainbowfamiliesnsw>

We are a voice for LGBTQ+ parents and their children.

Our mission as a charity is to support, celebrate, empower and advocate for Rainbow Families at every stage of their lives. We are a voice for those lesbian, gay, bisexual, transgender and queer (LGBTQ+) parents and their kids that mainstream society often neglects, forgets, ignores and discriminates against.

We are an active, vibrant community of volunteers and partners that create the inclusive and safe services, spaces, programs and resources Rainbow Families need to thrive. From programs helping future parents explore their family-making options through to antenatal classes, lactation support, playgroups, kids' personal safety programs and social events, Rainbow Families fights systemic discrimination with love and affirming action.

As an equality focused organisation we also engage with policy, research and provide leadership. We know - as you do - that love is what makes a family, and that every family matters. We look forward to sharing and supporting your family's journey.