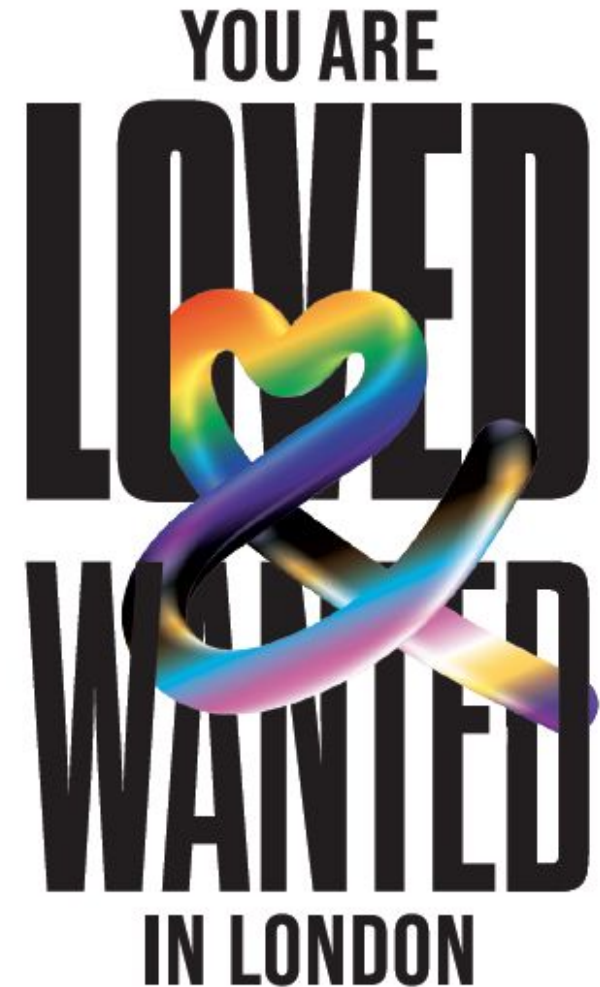


**Loved & Wanted this Pride**  
Stakeholder toolkit



# ABOUT THE CAMPAIGN

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Loved & Wanted is a values campaign from the Mayor of London that sends a strong message to London's communities that – no matter who you are or where you are from – you are loved and wanted in London.

It is part of the Mayor's work to strengthen connections between London's communities, and includes new funding for councils and community organisations across the city.

We'd love your support to get this message out to Londoners via your audiences this Pride to let them know they are Loved & Wanted in the city.

**MAYOR OF LONDON**



[Click here to visit the Loved and Wanted webpage](#)

# HOW YOU CAN HELP SUPPORT THE CAMPAIGN THIS PRIDE

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For example, you could share the love by:

- **Sending someone** a 'You are Loved and Wanted' [digital postcard](#), [Pride asset](#), or [GIF](#) via WhatsApp or social media.
- **Sharing a personal story** on your **social media** about how you feel Loved & Wanted in London. Please include the [#LovedAndWanted](#) hashtag and please tag [@mayoroflondon](#) on X, Facebook, and LinkedIn, and [@mayorofldn](#) on Instagram. (If you need some inspiration, you can use the suggested social copy on the next slide.)
- **Sharing** the [campaign webpage](#) in your **newsletter** or on **your website**.

You will know best where and how to share this message with your audience.

# SUGGESTED SOCIAL MEDIA COPY

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No matter who you are, where you are from or who you love - you are loved and wanted in London  
@MayorofLondon #LovedAndWanted #PrideinLondon

London has always been a beacon for openness, equality, and LGBTQ+ rights – and  
@MayorofLondon is determined that this remains the case. #LovedAndWanted #PrideinLondon

In London, you are free to be who you want to be, and that's what makes our city so vibrant. We  
stand with the Mayor's message of love and unity for all @MayorofLondon #LovedAndWanted  
#PrideinLondon

# LOVED & WANTED CAMPAIGN PRIDE MURAL



[Featured on Gay Star News](#)

[Featured on Good Morning Britain](#)

[Featured in Attitude Magazine](#)



**Go and see the new mural by Disco Dickins by the 20th July 2025!**

**Location: 83 Redchurch Street, Shoreditch.** Corner of Redchurch and Turville Street | <https://maps.app.goo.gl/mPe6CE6zq1q5d2me6>

# LOVED & WANTED CAMPAIGN ACROSS THE CITY THIS PRIDE

