

ITV debut brand film starring Alan Carr ahead of Pride in London celebrations this weekend

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Let your loved ones know your living room is a proud one

No matter how well intentioned, direct questions about sexuality or gender can be confronting for young queer and questioning people, who might not be ready for them.

That's why this Pride, Alan Carr and ITV are encouraging the families of LGBTQ+ and questioning people to speak kind words about queer representation on TV, to let their loved ones know that no matter who they are or who they love, their living room is a safe space.

The initiative has been co-created by Uncommon and ITV Creative in consultation with ITV's LGBTQ+ colleague network, ITV Pride. The film, which stars Alan Carr, encourages parents of questioning teens to “talk about [him]... because a kind word about queer people on the telly lets your loved ones know that when they’re ready to come out, your living room is a proud one.”

The film drives to a website, ShowThemYourPride.itv featuring tips curated by child psychologist and mental health expert Dr Lucy Maddox, as well as links to various support services for both LGBTQ+ people and their families.

Tom Houser, ECD of ITV Creative said:

“Growing up gay, I know how hard it can be to be asked direct questions about your sexuality, no matter how well intentioned they are. The beauty of this idea is how simple and true it is – using TV in this way is a powerful tool any parent or family member can use.”

[end]

Credits:

Agency: Uncommon & ITV Creative

ITV

ECD: Tom Houser

Head of Marketing Campaigns: Simon Ricks

Marketing Manager: Clara Kightley

Editor: Haydn Gee

Motion Designer: Martin Falconer

Head of Campaign Production: Katie Burrow

Producer: Bethany Newman

Senior Campaign Manager: Reechana Taylor

Production

Director: Tom Ivin

DOP: Jack Hamilton

Focus Puller: Tuncer Ozdemir

2nd Ac: Ashley Rees

Grip: Alex Bojic-Aguilar

Video Playback: Chaz Northam

Dit: Luke Mccarthy

Sound Recordist: Tom Sedgwick
Autocue Operator: Alexandru Lazar
Gaffer: Alex Cullen
Electrician: Bryan Lim
Electrician: Joe Vickerstaff
Art Director: Dale Slater
Props Assistant: Ian Chun-Ying Hau
Alan Stylist: Faye Sawyer
Wardrobe Assistant: Isoline Prior
Alan Hmu Artist: Kit Hall
Studio Manager: Simon Carter

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