

# NORDSTROM

## Nordstrom Celebrates Pride Month

May 31, 2023

It's June and we're celebrating Pride month and our ongoing commitment to the LGBTQIA+ community. This Pride, we are continuing to champion the visibility of LGBTQIA+ owned and founded brands both in-store and online, support Pride festivals nationwide, and continue our long-standing relationships with partner organizations including The Human Rights Campaign, Trans Lifeline and The Hetrick Martin Institute.

"Our values are centered around creating a welcoming environment for every customer and employee – one where everyone feels supported, uplifted and comfortable being their most authentic selves," said Colleen Mitchell, head of diversity, equity, inclusion, belonging and culture at Nordstrom. "This Pride month Nordstrom is pleased to continue our long history of advocacy, inclusivity and visibility for our LGBTQIA+ partners, customers and employees."

### **Shopping with Pride: Brands that Support the LGBTQIA+ Community**

This month, Nordstrom will be spotlighting LGBTQIA+ owned and founded brands as well as products that give back to organizations safeguarding equal rights for all.

This Pride, Nordstrom is proud to partner with the Human Rights Campaign (HRC) on six pop-up shops at select locations nationwide in markets including Seattle, Chicago, Dallas, New York City, Nashville and Miami. From June 16 – June 26, customers will be able to shop from a colorful assortment of graphic t-shirts featuring positive messages of love and Pride, with 100% of proceeds benefitting the HRC.

"Nordstrom has a proven history of supporting the fight for LGBTQ+ equality, and has shown continued commitment to ending discrimination against the LGBTQ+ community. The Human Rights Campaign is proud to partner with our friends at Nordstrom this Pride Month as we bring awareness to the hardships that our community is facing." — Kelley Robinson, President of the Human Rights Campaign

### **Giving Back: Non-Profit Organizations That Provide Meaningful Support**

Nordstrom has developed and continually nurtured long-standing partnerships with LGBTQIA+ community organizations that aim to provide support and resources for this community. For the past several years, we've annually contributed nearly \$1 million to support the work of these organizations and are grateful to sustain this momentum this year.

Nordstrom's partner organizations include:

- [The Human Rights Campaign](#) envisions a world where every member of the LGBTQ+ family has the freedom to live their truth without fear, and with equality under the law. Nordstrom has earned a 100% rating on HRC's Corporate Equality Index since 2005. Through event sponsorship and annual financial contributions, Nordstrom supports the organization's advocacy on behalf of the community.
- [The Hetrick-Martin Institute](#) (HMI) for LGBTQIA+ youth provides community, basic needs, health, education and career services to thousands of community members aged 13-24 every year. This is Nordstrom's fifth year partnering with HMI, committing annual financial support, board leadership placement, event sponsorship and employee volunteerism to help support HMI in providing meaningful services.
- [Trans Lifeline](#) is dedicated to improving the quality of trans lives by responding to the critical needs of the trans community with direct service, material support, advocacy, and education. Their organization is run by and for trans people. Nordstrom has partnered with Trans Lifeline for three years, providing financial support to help the organization answer crisis calls and offer microgrants to trans people to change their name or gender marker on their ID.

### **Supporting and Celebrating Our LGBTQIA+ Employees**

We believe in creating a culture of inclusion that extends to all employees. We support and celebrate all of our employees, including those who are members and allies of the LGBTQIA+ community. We are proud to show up in our communities by participating in more than 35 Pride festivals and parades nationwide. The celebrations kicked off in late March, will continue through June and conclude in October.

Our values are centered on the notion of creating a place where everyone is welcome, respected, appreciated and able to be their authentic selves. We are committed to helping employees thrive at work and in their personal lives and to enhancing employee resources that enable them to do so. In 1998, we began offering life partner benefits to employees. Additionally, for well over a decade, we have covered gender confirmation services aligned to World Professional Association for Transgender Health standards of care. In 2022, we began offering travel reimbursement to support U.S. employees seeking gender-affirming healthcare not available locally.

Nordstrom is also prioritizing enhanced employee resources, recognizing that Nordstrom is a better place when employees are able to bring their whole selves to work. This month, Nordstrom is introducing a transitioning toolkit focused on supporting transgender and gender non-conforming employees and their leaders, with the aim of providing guidance in navigating their transition at work. The toolkit includes education on available benefits and resources, while also helping managers and teams to support the employee journey in an inclusive way.

Follow us throughout the month for more information on Pride Month celebrations and visit [Nordstrom.com/diversity](https://www.nordstrom.com/diversity) for more information.