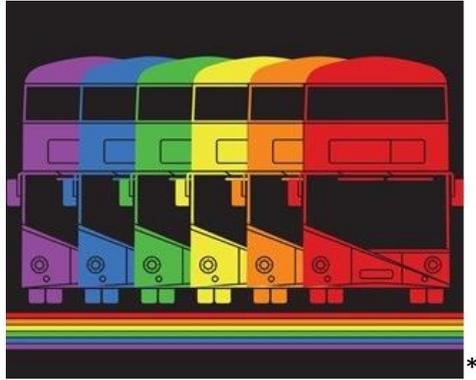


PRESS RELEASE – Tuesday 2 July 2019

New LGBTQ+ collecting project asks people to share their Pride journeys with London Transport Museum



- **London Transport Museum is asking people travelling to Pride and UK Black Pride events to share their journeys in a new collecting project**
- **Use #MyJourneyToPride and tag @ltmuseum to share your thoughts, photos and videos on social media**

London Transport Museum is asking people to share their journeys to Pride and UK Black Pride events as part of a new contemporary collecting project to preserve and record the thoughts, feelings and experiences of people travelling to parades in 2019.

Objects currently in London Transport Museum's collection that represent the LGBTQ+ experience include banners, posters, photographs and the first ever rainbow crossing.

Now, supported by funding from Arts Council England, the Museum has launched a new contemporary collecting project that will preserve and record the social side of the story which these objects on their own cannot convey.

The project will give passengers, pedestrians and participants attending Pride events the opportunity to make their personal experiences part of the Museum's collection.

People are being encouraged to take part in the collecting project by sharing their photos and videos on social media using the hashtag #MyJourneyToPride and by tagging @ltmuseum in the videos, photos and text they want to share.

The experiences of non-binary and transgender people are currently under-represented in the collection so material that is more inclusive of all genders is particularly welcome.

Ellie Miles, Documentary Curator at London Transport Museum said: “London’s transport has a part to play in bringing people together for Pride and we want to offer a space to preserve and record the thoughts, feelings and experiences of people attending parades this year. If you’re making your way to Pride or UK Black Pride, then let us know what is exciting about your journey. What does it mean to see flags and rainbows and banners as you travel through the Capital? Are you seeing more people heading the same way as you? How does the atmosphere change as you get closer to the events? Use #MyJourneyToPride to share your stories with us.”

London Transport Museum’s collection explores the powerful link between transport and the growth of modern London, culture and society since 1800. Through contemporary collecting projects like #MyJourneytoPride the Museum wants to make sure that everyday stories and objects from life in London today are preserved for future generations.

Notes to editors

* Image taking from the 2015 ‘Ride with Pride’ poster by Outbound, TfL’s LGBT+ network

For media enquiries, images and interviews contact:

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- +44 (0) 20 7565 7437

In social media posts please tag:

- Twitter: [@ltmuseum](https://twitter.com/ltmuseum)
- Instagram: [@ltmuseum](https://www.instagram.com/ltmuseum)
- Facebook: <https://www.facebook.com/ltmuseum>

About London Transport Museum

- The Museum is situated in the heart of Covent Garden and filled with stunning exhibits; the Museum explores the powerful link between transport and the growth of modern London, culture and society since 1800. Historic vehicles, world-famous posters and the very best objects from the Museum’s

extraordinary collection are brought together to tell the story of London's development and the part transport played in defining the unique identity of the city

- London Transport Museum's charity number is 1123122
- London Transport Museum is supported by public funding from Arts Council England

Tickets for London Transport Museum

- Museum open daily from 10:00-18:00
- Cheapest tickets available online – kids go free!
- Tickets include unlimited daytime access to the Museum for a whole year – visit as many times as you like to enjoy new exhibitions and family fun activities

Travel to London Transport Museum

- Address: Covent Garden Piazza, WC2E 7BB
- The nearest stations to London Transport Museum are:
 - **Underground:** Covent Garden, Leicester Square, Charing Cross, Embankment, Holborn
 - **National Rail:** Charing Cross and Waterloo
 - **Boat:** Embankment or Westminster pier
 - **Bus:** Strand or Aldwych

Public information:

- Switchboard: +44 (0) 343 222 5000

www.ltmuseum.co.uk