
10th anniversary of the International Day Against Homophobia — May 17

Fondation Émergence highlights the event by launching a new design scheme for the *International Day Against Homophobia*

Montreal, January 26, 2012 — 2012 marks the 10th anniversary of the annual campaigns for the International Day Against Homophobia on May 17. Fondation Émergence is using the event to launch a new design scheme for the annual campaigns to fight homophobia. It has unveiled a new purple logo with the Greek letter lambda and a stylized tulip. (Logo available for download at www.homophobiaday.org)

The color purple

Purple is one of the six colors in the rainbow flag that has been adopted by lesbian, gay, bisexual and transgender (LGBT) communities all over the world. Purple is the color of hope, a symbol that people in the LGBT community believe they will have full equality one day and, most importantly, live in a world free of homophobia and transphobia. Over time, this color has gradually come to stand for the fight against homophobia. Its close cousin, mauve, is often used as a color to represent the fight against homophobia.

The letter lambda (λ)

The letter lambda comes from the Greek alphabet. When written in lowercase, it looks like an upside down y. Since the 1970s, lambda has been used as a visual symbol of the gay movement. It was taken from the age-old story that fearless Greek soldiers would put the letter lambda on their shields to show they had homosexual preferences.

The tulip

Tulips bloom every year in almost every country in the world. They are found in abundance and given for many different occasions. They are attributed emotional qualities and have come to represent love.

Give purple tulips on May 17!

"Fondation Émergence is hoping to start a new tradition by asking people to give purple tulips for International Day Against Homophobia," says Robert Laramée, Director of Fondation Émergence.

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Info:

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