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## PRESS RELEASE

### **PEC Chamber achieves Rainbow Registered® Accreditation, meets stringent set of national standards to ensure regional LGBT+ community feels safe, welcome, and accepted**



The PEC Chamber is an accredited Rainbow Registered organization recognized by Canada's LGBT+ Chamber of Commerce for meeting stringent criteria to diverse and inclusive practices.

**PRINCE EDWARD COUNTY, ON | January 30, 2023** –The Prince Edward County Chamber of Commerce is celebrating a milestone in its commitment to principles of equity, diversity, and inclusion, having successfully been designated Rainbow Registered®—an accreditation bestowed by Canada’s LGBT+ Chamber of Commerce.

Rainbow Registered® is a national accreditation for LGBT+ friendly businesses and organizations. When members, partners, or consumers see a Rainbow Registered® symbol, it indicates that the business or organization meets a stringent set of standards to ensure LGBT+ customers feel accepted within their mandate.

“The PEC Chamber is incredibly proud to have achieved this national accreditation, given our continued commitment to equity, diversity, and inclusion,” said Lesley Lavender, CEO. “Not only is having LGBT+ friendly policies within your company the right thing to do – it’s also good for business. Synchronizing diversity and inclusion efforts with a company’s innovation strategy and roadmap, ensures a company’s purpose is set for innovation in the first place.”

The accreditation program grants a time-limited recognition to businesses and organizations for demonstrating compliance with the quality standard. Accredited operations are deemed market ready for the LGBT+ customer and given the right to be associated with the program’s prestigious Rainbow Registered designation mark.

In addition to benefiting from guidelines that provide information and advice on ensuring LGBT+ customers feel welcome and accepted, accredited businesses will be able to demonstrate and market themselves as safe destinations for the LGBT+ market. Accredited businesses and organizations like The PEC Chamber will be listed in the [Rainbow Registered directory](#) – the national directory of businesses certified as LGBT+ friendly – and will have the opportunity to display the program’s distinguishable Rainbow Registered designation mark in their business or storefront.

There are 152 rainbow registered businesses in Canada.

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*The Prince Edward County Chamber of Commerce’s focus is to channel the collective strength of the business community to improve the economy.*