

**8 October
2026**

Rainbow Laces Day

ACTIVATION PACK





About Rainbow Laces Day

Rainbow Laces is all about getting more people active, building community, and enabling everyone to access the lifelong benefits of getting fitter and faster.

Movement and sport boosts **mental as well as physical health**.

Taking place right before **World Mental Health Day**, Rainbow Laces Day will bring people together to create spaces where LGBTQ+ people know they belong.

Whether you're an individual, a workplace, a sports club or a team, we're asking that you show LGBTQ+ people that they're welcome, helping us create a **visible network of belonging**.



Move with Pride



Why take part?

This Rainbow Laces Day, we're asking everyone to be part of a moment, and a movement, that supports LGBTQ+ people to feel **welcome and included** in sport and fitness.

LGBTQ+ people are more likely to suffer from poor mental health: **76%** of people identifying as members of the LGBTQ+ community have experienced, or are currently experiencing, mental ill-health (compared to 44% of 'all' respondents).

Small actions make a big difference. Buy Rainbow Laces, organise a walk, ride or run, take part in our live online SMASH workout, or think of your own way to move with pride.

Join us for our first ever Rainbow Laces Day and help show that sport, exercise and movement should be **fun, welcoming and for everyone.**



Move with Pride

The background is a solid dark blue. It is decorated with several thick, colorful, swirling lines that resemble ribbons or streamers. These lines are in shades of yellow, orange, red, green, and purple, and they curve and loop around the edges of the frame.

How to get involved



Sports clubs and teams

Help make your club a place where every LGBTQ+ person knows they belong.

1. **Purchase some Rainbow Laces**, or pass on the link so your team can order their own (all profits go directly to funding Stonewall's policy and campaigning work!)
2. **Plan an activity:** Host a beginner-friendly session, invite new participants to try your sport, or dedicate a training session to Rainbow Laces Day and get everyone to wear their laces.
3. **Share photos online!** Spreading the word online about LGBTQ+ inclusion makes a huge difference. Take lots of photos in your laces and don't forget to use the hashtag #RainbowLacesDay and tag @Stonewalluk.





Individuals

Try something new this World Mental Health Day!

SMASH Mind & Body and Stonewall are teaming up to bring you a special live online workout celebrating movement and Pride this World Mental Health Day. Join Sam and Ash on **Saturday 10 October at 9.30am** for a fun, Pride-themed workout packed with the anthems you know and love!

Whether you're joining from your living room, garden, local park or gym, there's no pressure and no expectation. Sam and Ash will offer different options throughout the session, so you can make the workout work for you and your fitness level.

Sign up here



**Move
with
Pride**



Workplaces

Host a wellbeing walk with your colleagues to mark Rainbow Laces Day.

This is a chance for Employee Resource Groups to lace up and walk together: building connections, boosting wellbeing, sparking conversations and raising money for a good cause.

1. Pick a date and spread the word
2. Get everyone involved
3. Order your rainbow laces
4. Map a 20-30 minute route
5. Walk together!

**Get your Rainbow
Laces**



Get your Rainbow Laces



Our Rainbow Laces are a visible signal that LGBTQ+ are welcome, that they do belong.

Get your Rainbow Laces



The background is a solid dark blue. It is decorated with several thick, colorful, swirling lines that resemble ribbons or paint strokes. These lines are in shades of yellow, orange, red, green, and purple, and they curve and loop around the edges of the frame. The text 'Template social media content' is centered in the middle of the image in a large, bold, white sans-serif font.

Template social media content

Mark Rainbow Laces Day on social media!

An easy way to support Rainbow Laces day is to make some noise on social media. Every post increases visibility and celebrated LGBTQ+ inclusion in sport and movement! Use our ready to go social post to show your support.

General

 Today is #RainbowLacesDay! Sport, exercise and movement should be fun, welcoming and for everyone.

LGBTQ+ people are more likely to suffer from poor mental health, and we know that movement and sport boosts mental as well as physical health.

Rainbow Laces is breaking down barriers for LGBTQ+ people in sport - so everyone can access the lifelong benefits movement can bring.

I'm wearing my Rainbow Laces today, to show that LGBTQ+ people belong in sport.

Get involved  <https://bit.ly/48oHcmd>.

For sports clubs

 Today is #RainbowLacesDay! Sport, exercise and movement should be fun, welcoming and for everyone.

LGBTQ+ people are more likely to suffer from poor mental health, and we know that movement and sport boosts mental as well as physical health

At **[club name]** we believe everyone should be able to access the lifelong benefits movement can bring.

We're wearing our Rainbow Laces today, to show that LGBTQ+ people belong here.

Get involved  <https://bit.ly/48oHcmd>.

Mark Rainbow Laces Day on social media!



For workplaces

 Today is #RainbowLacesDay! Sport, exercise and movement should be fun, welcoming and for everyone.

LGBTQ+ people are more likely to suffer from poor mental health, and we know that movement and sport boosts mental as well as physical health.

Today, we're wearing our rainbow laces and getting outside as a team, because at **[organisation name]**, we believe that movement, connection and inclusion drive wellbeing, and everyone should feel welcome to take part.

Get involved with the campaign  <https://bit.ly/48oHcmd>.



Download the graphics!



[Download here](#)





Supporting Stonewall

Stonewall has been at the forefront of LGBTQ+ rights since 1989. We're a registered charity working towards a world where all LGBTQ+ people are safe, included and thriving, and donations fund that work directly.

If you want to support us beyond Rainbow Laces Day, check out our fundraising ideas!

**More fundraising
ideas**





Thank you for your support!

