



Press release

## **IFA Berlin shows its colours: partnership with House of Pride brings innovation and diversity to the streets**

*Berlin, 16 July 2025* – IFA Berlin starts a new partnership with **House of Pride**, sending a clear signal for diversity, participation and social responsibility. The cooperation will kick off with a joint appearance at Berlin Pride on **26 July 2025**. IFA will be part of the demonstration with House of Pride's official Pride truck, as part of a vibrant community that stands for openness, respect and progress.

### **Innovation For All – diversity in action at IFA**

With this commitment, IFA Berlin is underlining its claim to make technological developments accessible and tangible for everyone. The Pride Truck offers space for encounters and community – including selected creators, IFA ambassadors and partners who will be on board as guests. The vision is to create an authentic platform where values become visible, people come into contact with each other and new ideas emerge.

*‘Technological innovations unfold to their full effect when they connect people – regardless of identity, life circumstances or nationality. Through our partnership with House of Pride, we are sending a clear signal: for openness, for diversity and for an industry that takes a stand. I am delighted that our participation at Berlin CSD will make these values visible and that we are working with strong partners to promote an inclusive future,’* Leif Lindner, CEO, IFA Management GmbH.

### **Solidarity that extends beyond Berlin**

In addition, IFA's sponsorship not only supports CSD Berlin, but also **Budapest Pride** this year – a conscious sign of European solidarity and a clear expression of social attitude that goes beyond mere symbolism.

### **About House of Pride**

House of Pride is the official CSD Berlin Main Party. On 26 July 2025, Ritter Butzke will host *the* queer party of the year with over 3,500 guests in seven indoor and outdoor areas. Loud, colourful and with a message.

Tickets are available for between €15 and €90 directly at the Ritter Butzke website:

<https://club.ritterbutzke.com>

## **About IFA Berlin**

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2025: [www.ifa-berlin.com](http://www.ifa-berlin.com)

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