

**Doritos Brand Partners with the It Gets Better Project to Introduce "Doritos Rainbows," Celebrating and Supporting the LGBT Community, and Inspiring All Consumers to Be #BoldandBetter**  
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PLANO, Texas, Sept. 17, 2015 /PRNewswire/ -- The Doritos brand, in partnership with the It Gets Better Project, today announced a new, limited-edition product to celebrate and support the lesbian, gay, bisexual and transgender (LGBT) community in the boldest, most colorful way possible. Introducing Doritos Rainbows chips, the first Doritos product in history made up of multiple, rainbow-colored Doritos chips inspired by the Pride flag. The new product is available exclusively to consumers who donate to the It Gets Better Project, an organization that seeks to provide hope to LGBT young people and inspire the changes to make the world a better place for them.

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Starting today, consumers who donate \$10 or more in support to the It Gets Better Project through [www.ItGetsBetter.org/DoritosRainbows](http://www.ItGetsBetter.org/DoritosRainbows) will be mailed a bag of Doritos Rainbows chips, while supplies last. The goal is to raise funds for the It Gets Better Project and the important work the organization does in support of LGBT youth around the world. Upon making their donations, consumers are encouraged to share messages of hope and inspiration using #BoldandBetter. For more details, visit [www.ItGetsBetter.org/DoritosRainbows](http://www.ItGetsBetter.org/DoritosRainbows).

"Time and again, our consumers have shown us, there really is nothing bolder than being true to yourself and living life to the fullest," said Ram Krishnan, chief marketing officer, Frito-Lay. "With Doritos Rainbows chips, we're bringing an entirely new product experience to our consumers to show our commitment toward equal rights for the LGBT community and celebrate humanity without exception."

The It Gets Better Project began in September 2010, when activist Dan Savage created a YouTube video with his partner Terry Miller to inspire hope for young people facing harassment. In response to a number of students taking their own lives after being bullied in school, they wanted to create a personal way for supporters everywhere to tell LGBT youth that, yes, it does indeed get better. Five years later, the It Gets Better Project has turned into a worldwide movement, inspiring more than 60,000 user-created videos viewed more than 60 million times. To date, the project has received submissions from celebrities, organizations, activists, politicians and media personalities.

"We're honored to partner with the Doritos brand to celebrate the momentous progress that has been made toward equal rights for the LGBT community in this country. By utilizing the incredible reach that the Doritos brand has throughout the world, we can give hope to the LGBT young people who need it the most. There is so much more work to be done, and together, we will inspire the LGBT community and its allies to continue the fight and embrace who they are by living a #BoldandBetter life," said Brett Peters, communications director, It Gets Better Project.

Doritos Rainbows chips will take center stage at this year's Dallas Pride as part of the Doritos brand's first-ever sponsorship of the annual event, set to take place on Sunday, Sept. 20, 2015. While visiting the Doritos-branded booth at Dallas Pride, attendees can pledge their support to the It Gets Better Project and receive a bag of Doritos Rainbows chips, while supplies last. Guests also can capture their experiences at a photo and video booth, sharing their unique content using #BoldandBetter. In partnership with PepsiCo's EQUAL employee resource group, the Doritos brand also will participate in this year's Dallas Pride parade with a float made up of PepsiCo/Frito-Lay associates and their families.

Doritos is one of the flagship brands from PepsiCo's Frito-Lay division. PepsiCo has long been a supporter of diversity and inclusion, recognizing that each and every PepsiCo associate brings something unique to the table. For years, PepsiCo has earned the top score of 100% on the Human Rights Campaign's Corporate Equality Index, a national benchmarking tool of corporate policies and practices pertinent to LGBT employees, as one of the "Best Places to Work."

#### **About Doritos**

Doritos is one of the many brands that makes up Frito-Lay North America, the \$14 billion convenient foods business unit of PepsiCo (NYSE: PEP), which is headquartered in Purchase, NY. To learn more about the Doritos brand, visit its website at [www.doritos.com](http://www.doritos.com).

#### **About PepsiCo**

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our goal to deliver top-tier financial performance while creating sustainable growth in shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting and investing in the local communities where we operate. For more information, visit [www.pepsico.com](http://www.pepsico.com).

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#### **About It Gets Better Project**

Founded in 2010 by Dan Savage and Terry Miller, the It Gets Better Project is a 501(c)(3) nonprofit organization that uses all forms of media and engagement to reach LGBT youth worldwide in order to provide critical support and hope that life indeed gets better. Through the organization's messages of hope, international resources and guidance, collaboration and mouthpiece in the media, the It Gets Better Project strives to continuously make life better for LGBT youth. To date, more than 50,000 inspirational videos have

been uploaded in support of It Gets Better and the LGBT community, including support from President Obama and 500,000 others who have actively taken the pledge to spread It Gets Better's messages of hope and speak up against intolerance. The Project has expanded its support of LGBT youth on both a national and global scale, serving as a resource on policy and legal matters. The It Gets Better Project is resolute in its mission to make the lives of LGBT youth, simply put, better. Connect with the It Gets Better Project: @ItGetsBetter, [Facebook.com/ItGetsBetterProject](https://www.facebook.com/ItGetsBetterProject), [YouTube.com/ItGetsBetterProject](https://www.youtube.com/ItGetsBetterProject).

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SOURCE Frito-Lay

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