



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

PRESS RELEASE

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Dr. Bronner's to Join World Pride and the National Trans Visibility March in Washington, D.C. on June 7 and 8, 2025

Top-Selling Natural Brand of Soap Supports Trans Liberation and Justice for All LGBTQ People

VISTA, CA – Dr. Bronner's, the family-owned maker of socially and environmentally responsible soap and personal care products, is proud to announce its participation in World Pride and the National Trans Visibility March on June 7 and June 8 respectively, in Washington, D.C. Dr. Bronner's will join these landmark events to demonstrate the company's commitment to LGBTQ and transgender rights, visibility, and liberation at a time when trans communities are facing escalating attacks on civil rights, healthcare access, and public safety. For more information on World Pride, go to: <https://worldpridedc.org/>. For more information on the National Trans Visibility March, go to: <https://www.ntvmarch.org/>.

“As organizers of the National Trans Visibility March, we envision a world where trans people are not only visible, but influential, protected, and free,” said Dr. Elijah Nicholas, National Director of Policy and Strategy for the National Trans Visibility March. “As a movement rooted in unity, policy power, and purposeful action, the support and participation of Dr. Bronner's in the movement for trans rights and in World Pride is a powerful example of how businesses can lend their voice and resources to uplift trans lives, shift systems, and shape a future where trans people live safely and boldly.”

Dr. Bronner's Magic Foam Experience will join the World Pride Parade on Saturday, June 7. Known for its annual participation in San Diego Pride, Dr. Bronner's will bring its vibrant and heartfelt mobile foam party and inclusive messaging to Washington, D.C. with a registered float in the parade featuring a live DJ and a dancer on top of its “Pride Plexi”— a mobile shower unit that blasts foam made with Dr. Bronner's soap on staff members inside a plexiglass trailer. The company is also a sponsor of the National Trans Visibility March on Sunday, June 8. Dr. Bronner's CEO David Bronner, a number of LGBTQ employees, and members of its Magic Foam Experience team will join the National Trans Visibility March contingent within the larger World Pride International March and Rally on June 8.

“Supporting World Pride and the National Trans Visibility March is a natural extension of Dr. Bronner's purpose-driven mission. In recent years, transgender individuals have been thrust into the center of a culture war. Politicians and media pundits have used fearmongering tactics to scapegoat trans people, often to distract from the country's real systemic problems—like income inequality and healthcare inaccessibility,” said David Bronner, Cosmic Engagement Officer (CEO) of Dr. Bronner's. “These events are more than just public demonstrations—they are bold assertions of existence,

resistance, and hope. Dr. Bronner’s is proud to help amplify the message that trans rights are human rights, and that visibility must be accompanied by tangible change.”

Dr. Bronner’s has long supported LGBTQ rights. In light of recent legislative and social attacks, it has sharpened its focus on uplifting trans-led organizations, especially those working at the intersection of marginalized identities. In 2025, the company is supporting a variety of organizations that advocate for rights and policy change and deliver vital direct services to trans communities who are often underserved or completely excluded from mainstream support systems. For more information on Dr. Bronner’s Trans Funding Initiative, please see: <https://info.drbronner.com/all-one-blog/2025/03/trans-day-visibility-2025/>.

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About Dr. Bronner’s

Founded in the U.S. in 1948, Dr. Bronner’s is the top-selling brand of soap in the natural marketplace in North America and a leading mission-driven brand worldwide. The company is an independent, family-owned business based in California, committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible personal care and food products of the highest quality, and by dedicating profits to help make a better world. Dr. Bronner’s commitment to social justice, environmental sustainability, and ethical business is part of the company’s mission to put the “All-One” philosophy printed on the company’s iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at 5 times its lowest paid fully vested position and donates all profits not needed for business development. In 2024, Dr. Bronner’s generated an estimated \$209 million in net revenue and gave an estimated \$8 million to charitable and activist causes. To-date Dr. Bronner’s has donated over \$100 million since 1998, when leadership was transferred to the current generation who runs the company today. The company celebrated 75 years in business in 2023.

For further information, please visit: <https://www.drbronner.com>.