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## News

### News releases and statements

Summer season sees peak in alcohol-related incidents in London

Lone female paramedic assaulted while on duty

Advice on what to do after an acid attack

Response to the Government's announcement on new ambulance service standards

Patients receiving outstanding care from London Ambulance Service

Statement on fire in North Kensington

New Chief Executive joins London Ambulance Service

Statement on incident at Westminster

London Ambulance Service releases 999 call to show shocking abuse of call handlers

London Ambulance Service 111 call centre rated 'good' by health regulator

Investigation launched following computer outage

A busy night for London Ambulance Service as London welcomes in the new year

Noel retires on Christmas Eve

Getting drunk is not a game, says London Ambulance Service's festive campaign

London Ambulance Service chief executive retires

Unprecedented 999 demand as London Ambulance responds to record numbers of patients

London Ambulance Service staff celebrate service

Ambulance medic celebrates more than 40 years of service

Ambulance medic honoured for more than 40 years of service

## London Ambulance Service leads the way at Pride in London

07 July 2017

**London Ambulance Service will be joining the Mayor of London and other emergency services to officially start the Pride in London parade this Saturday (8 July).**

In recognition of the lifesaving work of ambulance staff, at recent major incidents, organisers have invited London's emergency services to kick start the event.

Alex Ewings from the London Ambulance Service LGBT Forum, said: "As a gay friendly employer we have been a proud supporter of Pride in London for many years but it is a real honour to be invited to officially start the event."



Michael Salter-Church MBE, Co-Chair of Pride in London, said: "Over the last few weeks the whole of the country has seen how magnificent our emergency services are. We in Pride already knew this from having worked with London Ambulance Service for five years. Over that time we've appreciated their advice and the steps they have taken to keep our volunteers and participants safe."

Over 40 of London Ambulance Service's ambulance crews, control room staff and support services teams, are set to join the Pride in London parade through the capital.

Alex continued: "We're thrilled to be a part of the Pride in London parade again this year. We've been overwhelmed by the support we've had from Londoners over the past few months. We're incredibly proud to be part of an accepting organisation with such a large LGBT workforce."

"London is an amazing city and the theme #LoveHappensHere is incredibly relevant right now, so we're looking forward to celebrating this weekend."

As well as joining the parade, the Service is also providing medical cover for the event. Five treatment centres will be set up at event hotspots, with almost 150 medics available to treat those in need of medical help.

Mobile medical response teams will also be out on foot in the busiest areas, carrying all the kit they require for medical emergencies and a special operations centre will be set up to manage the incident, manned by a team from our control room.

Last year, the Service treated 86 patients and took 25 of them to hospital for further treatment.

Consultant Paramedic Paul Gates, who is responsible for the event's medical cover said: "We want everyone to have a good time but we're asking everyone out celebrating at Pride to take some simple steps to keep themselves safe."

"The weather is expected to be warm in London over the weekend, so we'd encourage anyone who is out and about in the city to apply sunscreen regularly and spend some time in the shade."

"By doing this, and by drinking sensibly throughout the day, avoiding drugs, and planning your journey home in advance, you can make sure you don't end their night in the back of an ambulance."

Paying tribute to Eric Roberts, Unison Branch Secretary

Two hundred new ambulance vehicles for London

Paramedics half-century of saving lives in London

Statement - Road traffic collision on Ladbroke Grove

Statement - Croydon tram incident

London Ambulance Service medics attacked with fireworks

Remember Remember stay safe this November

TV documentary prompts pizza praise

Service joins 100 black taxis on the Children's Magical Taxi Tour

Annual public meeting Tuesday 27 September

London Ambulance offers viewers unprecedented access in new TV series

Lennard Road - Road Traffic Collision, 31 August 2016

Over 1000 people treated at Notting Hill Carnival

Fire in Harrow

Hundreds more clinical staff on the frontline but not enough people from BME backgrounds

Paramedics praise five year old boy for helping to save his nan's life

Hundreds more emergency calls in London because of hot weather

Paramedic features in latest Historic England exhibition

Thief steals London Ambulance Service bike

Remembering 7 July 2005

Chief Executive speaks at launch of Living on the Edge report

Eat, Drink and Be Safe as Euro 2016 kicks off

Paramedic honoured at Buckingham Palace

Incident in Russell Square, WC1

Smartphone app alert helps volunteer first aiders save a life

Ealing butcher praises London Ambulance Service medics for excellent care

Fire in Shepherds Bush

"Spectators who feel unwell or have minor injuries or illness are encouraged to make their own way to one of the treatment centres within the event area. This will be the quickest way to access medical help."

There are five treatment centres in the event area:

- Upper John Street (at the junction with Golden Square)
- Pall Mall East – near Trafalgar Square
- Leicester Square
- Frith Street (at the junction with Shaftesbury Avenue)
- Soho Street (at the junction with Oxford Street)

**ENDS**

#### **Notes to Editor**

- We'll be tweeting live from the Pride parade on Saturday 8 July @Ldn\_Ambulance. Follow us on [Twitter](#) and like us on [Facebook](#) for more information.
- London Ambulance Service NHS Trust is the busiest emergency ambulance service in the UK that provides healthcare that is free to patients at the time they receive it.
- We have over 5,000 staff, who work across a wide range of roles based in 70 ambulance stations.
- We serve more than nine million people who live and work in the London area. We take over 1.8 million emergency calls a year.
- For more information please contact the Communications Team on 020 7783 2286 or [communications@londonambulance.nhs.uk](mailto:communications@londonambulance.nhs.uk)

Increase in assaults on London Ambulance Service staff

Hero ambulance medic stops moped muggers in their tracks

London Ambulance Service gets ready for Notting Hill Carnival

Medic's bright idea makes ambulance crews even more accessible to blind patients

Incident at London City Airport

Incident at London City Airport

London Ambulance Service gears up for this weekend's Mad Friday

Skip the dreaded tinsel-itis and have your medication ready this Christmas

Ten years in the hot zone

Busiest night ever predicted for London Ambulance Service this New Year

Technical issues in our control room

London Ambulance medic honoured with Queen's Ambulance Service Medal

Don't get caught out in the cold, warns London Ambulance Service

Medics to provide life-saving support to refugee camps

Statement on incident in Southend Arterial Road

Prince Harry visits London Ambulance Service to launch Time to Talk Day

Innovator behind London's cycle paramedics praised at Healthcare Heroes exhibition

Fate brings man together with paramedic who helped save his life

Leadership team strengthened with two new non-executive directors

London Ambulance Service responds to Storm Doris

Card launched to improve safety of expectant mothers

Banker thanks life savers with charity run

New spit kits issued to track down offenders who spit at London's life savers

Prince William visits ambulance staff who treated patients in Westminster attack

Stock up on medication ahead of the long weekend, warns ambulance service

Statement following an incident on Warburton Road, E8.

London Ambulance Service appoints new Chief Executive

London Ambulance Service medic honoured at Buckingham Palace

Firefighter grants paramedic a final goodbye with fiancée

Paramedic who apprehended a violent criminal is awarded police commendation

Statement on the incident at London Bridge

Statement on the incident at Seven Sisters Road

Thousands more emergency calls during hottest week of the year

Investigation into 999 computer system outage on New Year's Day 2017

[London Ambulance Service leads the way at Pride in London](#)

Alex Ewings, Co-Chair of the LGBT Forum

Life-saving defibrillators rolled out across London thanks to emergency services partnership

Paramedic mugged by moped gang in London's West End

London Ambulance Service marks 100,000 followers milestone

We reveal the top London boroughs for alcohol-related incidents

Ambulance crews prepare for Notting Hill Carnival

Statement on the incident at Parsons Green

Medics reunited with premature twins they helped to safely deliver

Statement on incident in South Kensington

Prime Minister praises bravery of ambulance staff

Ambulance service stands with Croydon community to commemorate tram crash

Ambulance service comes together to remember the fallen

Paramedic shortlisted for Air Ambulance Paramedic of the Year

Statement in response to the Assaults on Emergency Service Workers Bill

Ambulance staff pay tribute to King's Cross fire victims 30 years on

[Baby girl named after call handler who delivered her](#)

[Over 1,300 years serving London](#)

[Police award brave ambulance man](#)

[Archbishop praises ambulance service after 'year of atrocities'](#)

[Extra ambulance crews on duty as Service braces itself for 'mad Friday'](#)

[While you're tucking into your turkey this Christmas, medics will be out saving lives](#)

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