



“Magic is for Everyone” trans awareness campaign launched with The Cauldron Co. & Mermaids to build an inclusive Magical Community

The magical team behind [The Cauldron Co.](#), a queer-owned global brand that brings fantasy to life through immersive magical experiences, has partnered with [Mermaids](#), the UK’s leading charity supporting transgender and gender diverse children, young people and their families. The partnership is aimed at building an inclusive fantasy community that celebrates diversity and acceptance, including trans and gender diverse witches, wizards, and unicorns.

Just in time for Giving Tuesday on December 1st, The Cauldron Co. will be selling an exclusive “Magic is for Everyone” t-shirt where 100% of profits go to Mermaids. The t-shirt, which costs for £15 and can be shipped worldwide, is available at the [Wands & Wizard Exploratorium](#) in Soho, *The Cauldron* venues in [London](#) and [Edinburgh](#), and online through [The Cauldron Shop](#).

Purchase a t-shirt [here](#).

The t-shirt displays the phrase “Magic is for Everyone” in the stripes of the Progress Pride Flag—pink, light blue and white for the transgender flag, rainbow for the Pride flag, and black and brown for queer communities of colour.



“Many of our young people find a sense of escape and solace in the magical worlds of wizards and magic, so this opportunity with the Cauldron Co. is a wonderful way to reassure them that magic truly is for everyone. The Wizard Exploratorium is a family-friendly, educational venue, so we hope the events being planned with queer families and allies will send the message to gender diverse kids everywhere that they are loved for who they are,” said Mermaids CEO Susie Green.

In addition, The Cauldron Co. has proudly made Mermaids its official charity for its newest London venue and concept, [Wands & Wizard Exploratorium](#), a family-friendly and education-focused magic wand-interactive exhibition space spread across the 5-floors of its garish pink townhouse in the heart of London’s Soho. Guests build and design their own illuminated, working magic wand in a small-group, Covid-safe retail and technology experience before using that wand throughout the *Wizard Exploratorium*’s exhibits and sweet shop.

The Cauldron co-founder Matthew Cortland remarked, “Fantasy has always been a place where those of us who feel disenfranchised by heteronormative society can feel safe and at home; we



connect with and fall in love with characters who themselves are marginalized because they are different. As a former teacher and a proud, queer owner of The Cauldron Co., a global brand that brings magic to life, I feel compelled more than ever to affirm that magic is for everyone, including our trans family and friends.”

This partnership comes at a time when The Cauldron Co. was selected for Cohort 7 of [StartOut Growth Lab](#), a competitive business accelerator program by StartOut, the United States’ largest non-profit organization for LGBTQ+ entrepreneurs. The Cauldron’s network of operations between the US and UK allows the company to raise awareness on a global scale.

The Cauldron is currently undertaking its [first crowdfunded investment campaign](#) on Seedrs, which is currently 110% funded, to bring fantasy to life with science, technology, and design, and to create an inclusive community of people who believe that magic is possible—it’s just a matter of perspective.

About The Cauldron Co.

[The Cauldron® Co.](#) is a technology-led entertainment studio that delivers immersive experiences & products through hospitality. They blend science & tech with food, drink and retail. The Cauldron® Company’s mission is “to bring fantasy to life with science, technology, and design, and to create an inclusive community of people who believe that magic is possible—it’s just a matter of perspective.”

The Cauldron® Co. venues are located in London, New York, and Edinburgh and provide wizard-themed magical experiences where guests brew drinks using interactive magic wands and molecular mixology and construct their own illuminated working magic wands. The company produces magical, immersive experiences and consumer products that celebrate concepts from fantasy novels and magical lore, all brought to life by science, technology, and design. They call this [The Magic of Things](#).

About Mermaids

Mermaids is one of the UK’s leading LGBTQ+ charities supporting thousands of people with their helpline service, secure online communities, local community groups and residential weekends. They also work to educate and inform wider society on gender identity, supporting professionals with training while advocating for young trans and gender diverse voices to be heard.

Mermaids’ work seeks to reduce isolation and loneliness for gender-variant and trans children and their families by providing them with the tools to negotiate the education and health services.



The Mermaids helpline is open Monday to Friday 9am to 9pm, supporting transgender youth up to and including 19 years old, their families/carers and professionals working with them. The service offers emotional support, information on legislation and signposting to training and resources. Find out more at <https://mermaidsuk.org.uk/>

Contact

The Cauldron Co.

Chetna Sabnani

press@thecauldron.io

Mermaids

Mermaids Press Office

press@mermaidsuk.org.uk