

**PRIDE**



# Xbox Launches Customizable Pride Controller Alongside VR Pride Events



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"Pride comes in every color, all year long."

BY TAYLOR HENDERSON @CORNBREADSAYS

JUNE 14 2022 9:20 AM EST

Xbox has got the perfect gift for gamers who want to show off their pride! The Microsoft-owned video game system is giving back to the LGBTQ+ community with their customizable Pride controller.

Found in the [Xbox Design Lab](#), players can now order their own personalized Xbox Wireless Controller, including this year's Xbox Pride Controller.

The gaming system company announced the Pride Controller

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on June 1st, bringing together "34 community flags in a time, interwoven manner to celebrate the intersectionality and strength of the many LGBTQIA+ communities." The new controller will be available year-round and starts at \$79.99 USD.

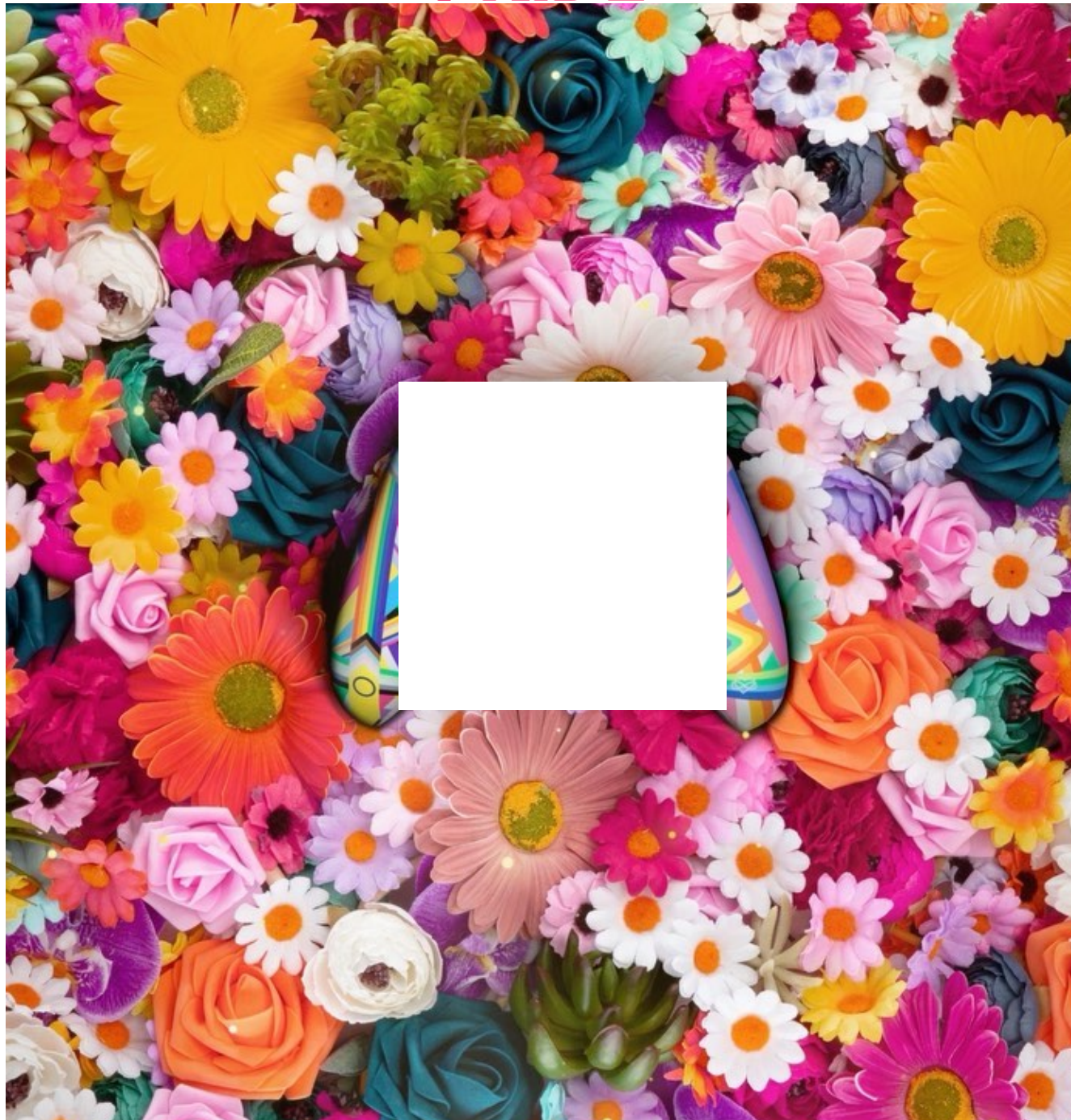


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Original audio



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Microsoft tells *PRIDE* that they have donated over \$8M

organizations that support LGBTQIA+ communities and

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SEPTEMBER 10 2019 5:55 PM

Diagnosis, Lamentation, Intentionality, and Intimidation.