



NYC & COMPANY HIGHLIGHTS 2018 LGBTQ PRIDE EVENTS TAKING PLACE THROUGHOUT THE FIVE BOROUGHES

—More Than 2 Million Expected to Attend the 49th Anniversary of the World’s 1st Pride—

New York City (May 10, 2018) — NYC & Company, New York City’s official destination marketing organization, proudly highlights annual LGBTQ Pride events taking place throughout the City as the summer travel season heats up. Recognized as the number one LGBTQ travel destination in the United States, New York City will burst with energy, diversity and a palpable sense of pride this June. From the iconic Heritage of Pride events in Manhattan—which attract more than 2 million attendees—to the diverse events and celebrations happening throughout the five boroughs, New York City is the ideal destination for visitors seeking a unique, joyful and empowering Pride experience.

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FOR IMMEDIATE RELEASE

“We look forward to welcoming LGBTQ visitors and their allies during our annual citywide celebration of Pride,” said NYC & Company President and CEO Fred Dixon. “In addition to the Heritage of Pride flagship events in Manhattan, there are many memorable opportunities to commemorate Pride throughout all five boroughs. NYC & Company invites visitors and locals to experience New York City during this year’s Pride, and also prepare for a future visit as we begin the one-year countdown to WorldPride and the 50th anniversary of Stonewall in late June 2019.”

A continuously updated treasure trove of LGBTQ-related content, including Pride-related content can be accessed at nycgo.com/LGBTQ.

Pride activities taking place in the five boroughs and Harlem:

Manhattan

Heritage of Pride, which organizes the City’s marquee LGBTQ events and commemorates the 1969 Stonewall riots that sparked the modern gay-rights movement, features the theme “Defiantly Different” for its lineup of Pride events this year.

NYC Pride announced its four grand marshals slated to lead the 49th NYC Pride March on Sunday, June 24, 2018: **Billie Jean King, Lambda Legal, Tyler Ford** and **Kenita Placide**. This year’s NYC Pride March also undergoes a change to its iconic route along Fifth Avenue. The new route refocuses the birthplace of the LGBTQ movement to a place of prominence at the beginning of the march.

The 49th NYC Pride March will commence at noon on June 24, at 16th Street and Seventh Avenue in Manhattan. The route proceeds through the West Village down to Christopher Street, passing by the historic Stonewall Inn, then along 8th Street to Fifth Avenue where it turns uptown, ending on 29th



Street. The new route is in anticipation of the record number of attendees for Stonewall 50 / WorldPride 2019. This route also aims to reduce the overall time of the procession and reduce wait times for the more than 350 marching groups prepared to step off.

NYC Pride’s Pride Island is back this year featuring top performances by **Kylie Minogue, Tove Lo, Lizzo** and **Big Freedia** Saturday, June 23, and Sunday, June 24, 2018, at a new location: Pier 97.

“As we prepare to welcome a record number of attendees for Stonewall 50 / WorldPride 2019 NYC, our move to our new home on Pier 97 is just one of several new venues, new events and new experiences we will launch in 2018 to prepare for next year’s massive crowd,” said Chris Frederick, Managing Director of NYC Pride.

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Don’t miss the live broadcast of the 2018 NYC Pride March on ABC7 from noon to 3pm on June 24.

To purchase tickets, register and access a comprehensive list of all events, visit NYCpride.org or follow [Heritage of Pride on Twitter](#) or on [Facebook](#).

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Harlem Pride

Harlem’s 9th annual Pride Celebration Day, Saturday, June 23, noon–6pm, Twelfth Avenue between West 125th and West 133rd Streets, is the highlight of year-round programming. Since 2010, Harlem Pride hosts some 10,000 attendees each June and has expanded to include community forums, workshops, networking events and other community outreach activities. This year, throughout the month of June, Harlem Pride 2018 will feature many amazing community events. Visit HarlemPride.org for details.

Bronx

1 Bronx Pride Festival, 11am–6pm on June 17 at 149th Street and Third Avenue in the Bronx, promotes inclusion, community and dialogue and works toward a future without discrimination where all people have equal rights under the law. The festival’s Pride events inspire, educate and celebrate the diverse Bronx community.

The 1 Bronx Pride Festival is produced by the Third Avenue Business Improvement District in collaboration with Out Bronx, the Office of the Bronx Borough President, the Bronx LGBTQ Caucus, Dancing in the Streets, Bronx Academy of Arts and Dance, and Clearview Festivals. RSVP [here for free tickets](#).

Brooklyn

New York City’s most populous borough celebrates gay pride with the 22nd Annual Brooklyn Pride Week, June 4–9. Events during the week include the Borough President Honors, Ice Cream Social, Interfaith Service, Comedy Night, Family Outdoor Movie Night and Pre-Pride Day Party. All the events are free and open to the public.



Saturday, June 9, features an entire day of Pride events, beginning with the annual 5K Run through historic Prospect Park. Runners must sign up at NYCRuns.com. The run is limited to 500 participants and sells out quickly. Runners can check in at 8:30am; the race starts at 10am.

Following the run, visitors and locals are invited to attend the expanded Brooklyn Pride Festival, 11am–5pm on Fifth Avenue, between First and Ninth Streets. This year’s festival will feature two stages for local performers.

At 7:30pm sharp, the Brooklyn Pride Parade steps off at Fifth Avenue at Lincoln Place, proceeding “Gayly Forward” along Fifth Avenue, ending at Ninth Street. For more information, please visit [Brooklyn Pride](#).

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Queens

On Sunday, June 3, Queens Pride, which promotes education and awareness of LGBT issues in the borough, hosts its Parade and Multicultural Festival, noon–6pm, in Jackson Heights. The parade starts at 89th Street and 37th Avenue at noon, and will follow 37th Avenue through 75th Street. Also from noon–6pm, the festival will take place on 37th Road between 74th and 77th Streets.

Parade participants will have the opportunity to win “Queenie Awards,” ranging from the best use of color to the best drag performance. This year’s grand marshals are Melinda Katz, Queens Borough President; Hetrick-Martin Institute (HMI); and Elijah Betts, nonbinary member of Generation Q; with festival headliner Ultra Nate and guest DJ Missy B.

For more information and to register for the events, visit QueensPride.org or download the Queens Pride mobile app.

Staten Island

The 14th year of Staten Island PrideFest, with 10 events over 9 days, is the kickoff of the NYC Pride season. The Staten Island PrideFest Festival will be held on the grounds of Snug Harbor Cultural Center & Botanical Garden, located at 1000 Richmond Terrace, Staten Island, NY, on Saturday, May 19, from noon to 5pm.

Staten Island PrideFest is both proud and excited to announce that this year’s festival stage will be hosted by the world-renowned [Carmen Carrera](#), mother, actor, advocate and one of the world’s highest-profile transgender women.

Staten Island PrideFest is a production of the Pride Center of Staten Island. For more information about all S.I. PrideFest events, visit pridecentersi.org/pridefest-events.

About NYC & Company:

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximizing travel and tourism opportunities



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throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit nycgo.com.

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