



**FOR IMMEDIATE RELEASE**

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**NEWS RELEASE**

**Greensboro Pride Announces Ralph Lauren as Title Sponsor**

The Greensboro Pride Festival Will Take Place on September 15

**GREENSBORO, NC** – Alternative Resources of the Triad (ART) is excited to announce Ralph Lauren as the title sponsor for Greensboro Pride 2018. The Diamond-level title sponsorship gives Ralph Lauren exclusive naming rights to Greensboro Pride’s South Stage, located at South Elm Street and McGee Street, near Natty Greene’s Pride Festival Beer Garden.

Sponsors for Greensboro Pride’s North Stage include SunTrust and Downtown Greensboro, Inc. The North Stage will be located near the intersection of South Elm Street and East Market Street. There is still one sponsorship opportunity available for the North Stage. Interested businesses can contact Greensboro Pride at 336-505-9020.

“We are excited to partner with Ralph Lauren as our Title Sponsor for 2018,” says Greensboro Pride Co-Chair Kayt (*Katie*) Stewart. “It is important for us that Ralph Lauren and our other sponsors are showing their support to the LGBTQIA community and coming together to celebrate diversity in Greensboro.”

Greensboro Pride will take over South Elm Street in downtown Greensboro on Saturday, September 15, 2018 from 11:00 a.m. – 6:00 p.m. This is the 13<sup>th</sup> annual Greensboro Pride Festival. Organizers expect more than 10,000 attendees in 2018.

Other confirmed sponsors for the 2018 Greensboro Pride Festival include: 100.3 KISS FM, Avita Pharmacy, Cone Health Foundation & Cone Health LGBT Employee Networking Group, Greensboro ComiCon, Natty Greene’s, Replacements, Ltd., Wright Global Graphics and YES! Weekly.

Vendor and sponsorship opportunities for Greensboro Pride are still available. To learn more about Greensboro Pride or sign up as a vendor or sponsor, please visit [GreensboroPride.org](http://GreensboroPride.org).

Alternative Resources of the Triad is partnering with other local agencies for a week of celebrations leading up to Greensboro Pride. You can find more details by following Greensboro Pride on [Facebook](https://www.facebook.com/greensboropride).



**About Alternative Resources of the Triad:**

The Greensboro Pride Festival is the headlining annual event for Alternative Resources of the Triad (ART), a 501(c)3 nonprofit organization. ART's mission is to be actively involved with the Gay, Lesbian, Bisexual, Transgender, and Questioning (GLBTQ) community of the Triad. ART works to support the emotional, social, and mental health needs of the GLBTQ community by maintaining an ongoing, visible, positive, educational, and supportive presence in the community.

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