



**FOR IMMEDIATE RELEASE**

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**NEWS RELEASE**

**Ferguson, Ed E. Ruger to Headline Greensboro Pride Festival**

Performances also include local drag, hip hop, spoken word, and fashion entertainers

**GREENSBORO, NC** – Alternative Resources of the Triad (ART) is excited to announce Greensboro natives Vanessa Ferguson and Ed E. Ruger will headline the 2018 Greensboro Pride Festival. The 13<sup>th</sup> Annual Greensboro Pride Festival will take place on Saturday, September 15 from 11:00 a.m. until 6:00 p.m. along South Elm Street in downtown Greensboro. The festival is FREE and open to the public.

Ferguson and Ruger are among performers who will take over the Ralph Lauren Stage at the intersection of South Elm Street and McGee Street. Ralph Lauren is the Title Sponsor for this year's Pride Festival and has exclusive naming rights to the festival's South Stage. Other performances on both of Greensboro Pride's stages include local drag, hip hop, spoken word, and fashion entertainers. There's something for everyone!

Sponsors for Greensboro Pride's North Stage include the Blue Ridge Companies, City of Greensboro, Downtown Greensboro, Inc. and SunTrust. The North Stage will be located near the intersection of South Elm Street and East Market Street.

The Greensboro Pride Festival expects to attract around 12,000 people. Other fun features for the 2018 festival include a Pride Beer Garden outside Natty Greene's Brewing Company, a Kid Zone with family-fun activities sponsored by Stonewall Sports, dozens of vendors, and food trucks. And join us at 3:00pm for the Triad's Largest [Wobble](#) (dance) along South Elm Street!

For a list of confirmed performers, please visit [GreensboroPride.org/Performances](https://www.greensboropride.org/Performances).

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 at

<https://www.facebook.com/pg/gsopride/events/>.



Alternative Resources of the Triad would like to thank our sponsors for the 2018 Greensboro Pride Festival: Ralph Lauren, Blue Ridge Companies, City of Greensboro, Downtown Greensboro, Inc., SunTrust, 100.3 KISS FM, AIDS Healthcare Foundation, Avita Pharmacy, Biltmore Greensboro Hotel, Cigna, Cone Health Foundation, Cone Health LGBT Employee Networking Group, Greensboro ComiCon, Greensboro Downtown Residents Association, Lincoln Financial Group, Natty Greene's Brewing Company, Replacements, Ltd., Tech Triad, The Trevor Project, Wright Global Graphics, YES! Weekly, AT&T, BB&T and Proctor and Gamble.

**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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