



FOR IMMEDIATE RELEASE

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## NEWS RELEASE

### **Greensboro Pride Announces Headlining Speaker**

The Greensboro Pride Festival will take place Sunday, October 21

**GREENSBORO, NC** – Alternative Resources of the Triad (ART) and organizers of Greensboro Pride are thrilled to announce Janice Covington Allison will serve as the headlining speaker for the 2018 Pride Festival. The festival will take place this Sunday, October 21, from 11:00 a.m. – 6:00 p.m. along South Elm Street in Downtown Greensboro.

Janice Covington Allison is a long-time LGBT advocate. She is a U.S. Army Veteran, a former fire chief, and worked as a NASCAR Motor Sports Safety Instructor. Allison is a former board member of ART and Triad Pride (before it became Greensboro Pride), and has received several awards for her advocacy. In 2012, she became the first transgender woman ever to represent North Carolina at the Democratic National Convention when it was held in Charlotte. She continues to play an active role in politics.

Allison will speak near the beginning of the Greensboro Pride Festival, at around 11:20 a.m. on the Ralph Lauren Stage, at the intersection of South Elm and McGee Streets. For the full list of Pride performances, visit [GreensboroPride.org](http://GreensboroPride.org). Connect with Greensboro Pride on their Facebook page, [Facebook.com/GSOPride](https://Facebook.com/GSOPride) for a full list of the Pride Week events and other festival updates.

Alternative Resources of the Triad would like to thank their 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, Caddie LLC, 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, Alamance Pride, AT&T, BB&T, Proctor and Gamble, Volvo, and Winston-Salem Pride.

#### **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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