



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Greensboro Pride Announces 2019 Sponsors, Official Kickoff Party

This year includes several new sponsorships and partnerships

GREENSBORO, NC – Alternative Resources of the Triad (ART) is excited to announce their top sponsors for the 2019 Pride Festival. The organization is working with several new and returning partners this year to make the festival bigger and better than ever. This year's Greensboro Pride Festival will take place on Sunday, September 15 from 11:00 a.m. – 6:00 p.m. along South Elm Street in downtown Greensboro.

For the second straight year, [Ralph Lauren](#) will serve as the Presenting Sponsor. "Ralph Lauren has been an excellent partner to Greensboro Pride," says ART Co-Chair Paul Marshall. "We appreciate all of their support of the festival and are thrilled they have agreed to join us again."

This year's festival includes an official Pride Kickoff Party sponsored by [Boxcar Bar + Arcade](#). The party will take place on Saturday, September 14. Greensboro Pride will announce additional details closer to the party date.

The Greensboro Pride Festival has also joined forces with [Little Brother Brewing](#), which will sponsor the Official Pride Beer Garden.

"We are excited to work with both Boxcar and Little Brother Brewing for the first time this year," says ART Co-Chair Kayt (pr: Katie) Stewart. "These new partnerships will help us expand our celebration in downtown Greensboro and give the community fun new ways to celebrate."

Other top sponsors for the 2019 Greensboro Pride Festival include [Blue Ridge Companies](#), A Great Idea, Cone Health Foundation, Greensboro ComiCon, Hospice and Palliative Care of Greensboro, Miranda Adult Stores, Procter & Gamble, Replacements Ltd., and the Tanger Center for Performing Arts.

Greensboro Pride is still looking for sponsors. If you would like to participate, please visit GreensboroPride.org/Sponsor to view available opportunities. There are also some vendor spaces still available.

To learn more about Greensboro Pride, sign up as a vendor or sponsor, please visit GreensboroPride.org and follow them at Facebook.com/GSOPride.



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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