



**FOR IMMEDIATE RELEASE**

August 28, 2019

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**NEWS RELEASE**

**Greensboro Pride Announces Headlining Entertainers**

This year's entertainment line-up includes musicians, drag performers, dancers, and more!

**GREENSBORO, NC** -- A variety of entertainers are set to take to the stage for the 2019 Greensboro Pride Festival. The 14<sup>th</sup> annual festival will take place on Sunday, September 15, from 11:00 a.m. – 6:00 p.m. along South Elm Street in downtown Greensboro. Greensboro Pride is presented by Ralph Lauren.

Lawanda Jackson will return as the emcee for the 2019 Greensboro Pride Festival. Jackson was the very first emcee when the festival began as Triad Pride. She has since relocated and works as a premiere illusionist in Las Vegas. Lawanda Jackson is a former Miss Gay USA and Former Miss Gay USA Classic winner.

Other headliners for the festival include drag performers Dana St. James and Ebony Addams, both former Miss North Carolina USA winners. Each will perform twice during the festival.

Greensboro's own Hip Hop and Rap artist Ed E. Ruger will return to the Greensboro Pride stage this year. Ed E. Ruger is known for his songs on award-winning TV shows *The Boondocks* and *Breaking Bad*.

Long-time LGBTQ advocate Janice Covington Allison will address the Greensboro Pride audience. 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.

Other performances on the Blue Ridge Companies Stage include dancers, impersonators, illusionists, and singers. For a list of performances and times, please visit [GreensboroPride.org/Performances](http://GreensboroPride.org/Performances).

"The Greensboro Pride Festival includes something for everyone," says Greensboro Pride Executive Vice President and Entertainment Coordinator Brian Coleman. "We strive to showcase the top talent the Triad and North Carolina have to offer."

The festival will kick off at 11:00 a.m. with the National Anthem performed by Triad Pride Performing Arts choir followed by a parade of colors by the Tarheel Leather Club. This moving presentation is an annual must-see for Greensboro Pride attendees.



To learn more about Greensboro Pride and their Pride Week events, visit [GreensboroPride.org](https://GreensboroPride.org) and follow them on [Facebook](#).

**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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