



**FOR IMMEDIATE RELEASE**

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**NEWS RELEASE**

**Greensboro Pride Festival Draws More than 15,000 People to Downtown Greensboro**

The 2019 Festival was the nonprofit's largest to date

**GREENSBORO, NC** – Alternative Resources of the Triad (ART), the 501(c)3 nonprofit that produces Greensboro Pride, is celebrating a successful 2019 Festival. The festival drew 15,000 to 20,000 people to downtown Greensboro on Sunday, September 15, per Greensboro Police Estimates.

"I am so proud of our team for what they accomplished this year," says Pride Co-Chair Paul Marshall. "We are grateful for the opportunity to celebrate all things Pride with so many members of our community. We couldn't have asked for a better day, with streets crowded with people enjoying the festival."

2019 marked the 14<sup>th</sup> year for the festival, which began as Triad Pride with about 400 attendees and a handful of booths. In addition to the largest crowd in Greensboro Pride's history, the 2019 festival featured 160 vendors and 40 performers, about 95% of them local.

Lawanda Jackson, the original emcee of Triad Pride, returned as host for the first time in several years. Other headliners included drag performers Dana St. James and Ebony Addams, Greensboro's own Hip Hop and Rap artist Ed E. Ruger, and LGBTQ advocate Janice Covington Allison, the first transgender woman to represent North Carolina at the Democratic National Convention. The festival also expanded its KidZone for 2019 with a bounce house, crafts, and a stage headlined by local nine-year-old performer Finn Phoenix.

"We have heard from so many people how much a festival of this size in Greensboro means to them," says Pride Co-Chair Kayt (*pr: Katie*) Stewart. "Hearing stories from our guests and seeing how much fun everyone had makes all of our hard work worthwhile. It's a great feeling to know we made a difference in so many people's lives."

Alternative Resources of the Triad is an all-volunteer organization with about a dozen board and committee members who produce the festival. Dozens of volunteers helped throughout the day to make the event run smoothly.

Alternative Resources of the Triad would like to thank the 2019 Greensboro Pride Sponsors, including Presenting Sponsor Ralph Lauren, Stage Sponsor Blue Ridge Companies, 100.3 KISS FM, Biltmore Hotel



Greensboro, Boxcar Bar + Arcade, Bombshell Beer Company, Caddy LLC, City of Greensboro, Cone Health Foundation, Greensboro Children's Museum, Greensboro ComiCon, Greensboro Downtown Residents Association, Lincoln Financial Group, Little Brother Brewing, Oscar Oglethorpe, Procter & Gamble, Replacements, Ltd., Truliant Federal Credit Union, SunTrust Bank, and YES! Weekly.

To learn more about Greensboro Pride, 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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