



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Greensboro Pride Festival Is Sunday

The 14th Annual Greensboro Pride Festival Starts at 11:00 a.m.

GREENSBORO, NC – We're taking PRIDE to the streets! Join Alternative Resources of the Triad (ART) for the 14th Annual Greensboro Pride Festival on Sunday, September 15 from 11:00 a.m. – 6:00 p.m. along South Elm Street in Downtown Greensboro. ART anticipates more than 15,000 attendees at this year's festival.

The 2019 Greensboro Pride Festival, presented by Ralph Lauren, promises fun for the whole family, including an expanded [KidZone](#), Food Trucks, [beer garden](#) at Little Brother Brewing, and vendors of all kinds. Plus, performances including local music, drag, and fashion entertainers.

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. Other headliners on the Blue Ridge Companies Stage include 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. Greensboro Mayor Nancy Vaughan will also address the crowd.

The festival begins 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.

Start celebrating Pride on Saturday with the [Official Greensboro Pride Kickoff Celebration](#) at Boxcar Bar + Arcade, 120 West Lewis Street, Greensboro. Boxcar Bar + Arcade and Greensboro Pride will be celebrating ALL DAY LONG. Stop by for this family-friendly event with special guest visits throughout the day by Greensboro Pride entertainment. Adults-only (21 and up) entertainment begins at 9:00 p.m.

The party continues after the festival with the [Official Greensboro Pride After-Party](#) at The Bearded Goat, 116 East Lewis Street, Greensboro. DJ Irewl will spin the best tunes starting at 6:00 p.m., with two drag shows at 7:00 p.m. and 9:00 p.m. featuring the legendary Fuscia Rage, Crystal Frost, Kitty Litter, and Brenda the Drag Queen.

Greensboro Pride Festival is presented by Ralph Lauren. The Pride stage is sponsored by Blue Ridge Companies. Other 2019 sponsors include 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 and their Pride Week events, visit 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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