



FOR IMMEDIATE RELEASE

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NEWS RELEASE

Greensboro Pride Announces 2021 Festival

The organization will celebrate its 15th Anniversary this year

GREENSBORO, NC – Alternative Resources of the Triad (ART), the 501(c)3 nonprofit that produces Greensboro Pride, is excited to announce it will hold the Greensboro Pride Festival on Sunday, September 19, 2021. The festival will take place along South Elm Street in Downtown Greensboro from 11:00am-6:00pm.

This year's event will celebrate the festival's 15th Anniversary, which was postponed from last year due to COVID-19.

"We are excited to get back to our annual festival," says Chair Paul Marshall. "2020 was a rough year and we are ready to get out to celebrate all things Pride in 2021. We've had a lot of questions as to whether we'd be hosting the festival this year, and our answer is a resounding 'yes.'"

The Greensboro Pride Festival is ready to dazzle downtown once again. The 2019 Festival drew an estimated 15,000 to 20,000 people to downtown Greensboro. ART anticipates an even larger crowd for 2021 as people emerge from COVID restrictions.

The Festival 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.

Entry to the festival is free and open to the public. *Everyone* is welcome to attend.

Vendor and entertainer registration is now open. Apply on the Greensboro Pride website, GreensboroPride.org. Look for the links on the menu bar of the homepage.

Make sure to follow Greensboro Pride on [Facebook](https://www.facebook.com/greensboropride) and [Instagram](https://www.instagram.com/greensboropride).

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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