



**FOR IMMEDIATE RELEASE**

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**NEWS RELEASE**

**Greensboro Pride Announces New Footprint**

The organization will celebrate its 15<sup>th</sup> Anniversary in 2021

**GREENSBORO, NC** – Alternative Resources of the Triad (ART), the 501(c)3 nonprofit that produces Greensboro Pride, is excited to announce a new footprint for the 2021 Greensboro Pride Festival. The Festival will still take place along South Elm Street in downtown Greensboro, but will run from West Washington to Lewis Street. This allows Greensboro Pride to extend to the south end of South Elm Street.

“We’ve been hearing for years that the south end businesses want to participate in the festival fun,” says Greensboro Pride Acting Chair Brian Coleman. “This move allows us to bring the festival to those businesses and expand our partnerships.”

The Greensboro Pride Festival will take place on Sunday, September 19, 2021 11:00am-6:00pm.

This year’s event will celebrate the festival’s 15<sup>th</sup> Anniversary, which was postponed from last year due to COVID-19.

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.

Greensboro Pride began as Triad Pride with about 400 attendees and a handful of booths. In addition to the largest crowd in the festival’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](http://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 LGBTQ community by maintaining an ongoing, visible, positive, educational, and supportive presence in the community.

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