



**FOR IMMEDIATE RELEASE**

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**Greensboro Pride Announces 2023 Festival Headliners**

**Greensboro** – The word is out! Greensboro Pride will host drag superstars Heidi N Closet and LaLa Ri as their 2023 headliners. This continues the festival’s record of bringing in top talent to perform for the crowd.

Heidi N Closet may be a recognizable name to many in the Triad. She is from Ramseur and was crowned Greensboro Pride Queen in 2018. She is well-known for competing in the 12<sup>th</sup> season of *RuPaul’s Drag Race*, where she came in 6<sup>th</sup> place and won the Miss Congeniality award. Heidi N Closet also competed in the eighth season of *RuPaul’s Drag Race All Stars*.

LaLa Ri is also well-known for her participation in *RuPaul’s Drag Race*. She took home the Miss Congeniality award in season 13 of the popular competition show. LaLa Ri came in fifth in season eight of *RuPaul’s Drag Race All Stars*, where she was crowned “Queen of the Fame Games.”

Alternative Resources of the Triad, the 501(c)(3) nonprofit that produces the Greensboro Pride Festival is excited to have both Heidi N Closet and LaLa Ri join them for the 16<sup>th</sup> annual Greensboro Pride Festival.

This year’s festival will be hosted by drag legend Lawanda Jackson and local superstar Brenda the Drag Queen. Other performers include Ed E. Ruger, Dana St. James, Jamie Monroe, Ebony Addams, and Giselle Cassidy Carter (Miss Pride Winston-Salem 2023). The Greensboro Ballet will also perform.

The 2023 Greensboro Pride Festival takes place on October 1, from 11:00am-6:00pm along South Elm Street in downtown Greensboro. The festival is free and open to all.

The festival is presented by Crest, Kontoor, Ralph Lauren, and Qorvo. Other sponsors include Visit Greensboro, Cone Health Foundation, Hits 100.3 (iHeartMedia), Replacements LTD, Toyota of Greensboro, A Great Idea, Otis & Wawa, Unitarian Universalist Church of Greensboro, and YES! Weekly.

Learn more about Greensboro Pride at [GreensboroPride.org](https://GreensboroPride.org) and follow them on [Facebook](#) and [Instagram](#).

**About Alternative Resources of the Triad**

**GREENSBORO**  
  
**PRIDE**

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 improve the emotional and social wellbeing of LGBTQIA2+ individuals in Greensboro by promoting inclusivity and building resources, safe spaces, and social events.