



FOR IMMEDIATE RELEASE
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PHOENIX PRIDE REVEALS KEY DETAILS

FOR 2018 PHOENIX PRIDE FESTIVAL AND PARADE

THEME, LOGO, FESTIVAL HEADLINERS, PARADE GRAND MARSHAL ANNOUNCED

PHOENIX — At a public and media event held live on February 8, **Phoenix Pride** revealed a series of key announcements for the **2018 Phoenix Pride Festival** (April 7-8, 2018 and Steele Indian School Park in Phoenix) and **2018 Phoenix Pride Parade** (April 8, 2018 in downtown Phoenix).

The announcements were made by President of the Board of Phoenix Pride **Mark Leeper**, Phoenix Pride Executive Director **Mike Fornelli** and representatives of the 2018 Phoenix Pride Festival's presenting partners, **Bud Light®**, **Tito's Handmade Vodka** and **Volkswagen North Scottsdale** and 2018 Phoenix Pride Parade presenting partner **Bank of America**, during a special Pride kickoff event at BS West in Scottsdale.

The theme for the 2018 Phoenix Pride Festival and Parade is "**United We Stand, Equality for All**," and represents both the strength of the unified community and the continued quest for equity, not only for the LGBTQ community, but for all people, regardless of background. (A copy of the 2018 Phoenix Pride Festival logo follows).

Bud Light Main Stage headlining performers at the Festival were revealed, and include internationally recognized artists **Berlin featuring Terri Nunn** and **Bebe Rexha**, along with Valley native and "American Idol" finalist **David Hernandez**, Billboard

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Magazine Top Three Dance Artist of the Decade **Kristine W.** and Grammy-winning singer **Thelma Houston.**

The grand marshal for the 2018 Phoenix Pride Parade is Valley native and veteran NBA basketball referee **Bill Kennedy**, whose impressive career has been marked by anti-gay slurs on the court from players and coaches, alike. Mr. Kennedy made headlines when, in 2009, he ejected Boston Celtics coach Doc Rivers following the coach's anti-gay remarks directed at the referee during a game.

During the announcement, Phoenix Pride also unveiled plans for a newly expanded **Festival VIP Experience**, with additional details forthcoming.

Tickets for the 2018 Phoenix Pride Festival are **ON SALE NOW**, and include single or two-day general admission tickets, as well as tickets to the full VIP Experience, and range in price from \$15 - \$75 (US). **TICKETS ARE CURRENTLY AVAILABLE FOR PURCHASE ONLINE, AT <http://phoenixpride.org/events/pride-festival/>.**

The Phoenix Pride Festival is the largest annual LGBTQ event produced in the State of Arizona. Last year's Festival drew more than 37,000 guests during its two-day duration, in addition to more than 3,000 participants and more than 10,000 spectators for the Phoenix Pride Parade.

HIGH-RESOLUTION ARTWORK OF THE 2018 PHOENIX PRIDE FESTIVAL LOGO, AND IMAGES/BIOGRAPHIES FOR THE TOP FESTIVAL HEADLINERS, ARE AVAILABLE FOR DOWNLOAD AT: <https://tinyurl.com/pride-art-18>.

ABOUT PHOENIX PRIDE

Phoenix Pride is the producer of the two largest annual public LGBTQ community events in Arizona: the Phoenix Pride Festival and Parade held each spring in April, and the Rainbows Festival, held every fall in October. Founded in 1981, the organization engages year-round in its mission to unite, educate and engage people and partners to support and empower the LGBTQ community and its current and future allies.

Additional information regarding Phoenix Pride is available online at the agency's web site, <http://www.PhoenixPride.org>.

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PHOENIX  PRIDE

**FESTIVAL
& PARADE**

APRIL 7 - 8, 2018

PHOENIXPRIDE.ORG