



FOR IMMEDIATE RELEASE
February 2, 2018

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COUNTDOWN BEGINS TO
2018 PHOENIX PRIDE FESTIVAL AND PARADE
WITH SPECIAL KICKOFF EVENT TO REVEAL
HEADLINERS, GRAND MARSHALS, THEME

Thursday, February 8, 2018 at 6:00 p.m. at BS West in Scottsdale

***** MEDIA & PUBLIC WELCOME *****

PHOENIX — Phoenix Pride will hold a special event on **February 8, 2018 at 6:00 p.m. at BS West** in Scottsdale (7125 East 5th Ave.) to reveal key announcements regarding the **2018 Phoenix Pride Festival and Parade** (April 7-8, 2018 at Steele Indian School Park in Phoenix), including the announcement of the Festival's main stage headliners, the Parade's grand marshals and the theme and logo for this year's Pride.

This special event is FREE and open to the public. Reporters and photographers from the PRINT PRESS and ELECTRONIC MEDIA are invited to attend, and interview and photo opportunities will be available.

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**2018 PHOENIX PRIDE FESTIVAL AND PARADE KICKOFF ON FEBRUARY 8 IN SCOTTSDALE
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“The 2018 Phoenix Pride Festival and Parade are just two months away, and we’re excited to reveal key elements of this year’s Pride to the public at this special event on February 8,” Phoenix Pride Executive Director **Mike Fornelli** said. “There’s always a swell of curiosity around who the Festival headliners will be, who will serve as the Parade’s grand marshals and what the year’s Pride theme will be, and this year, we’re giving the public a chance to be with us in person as we reveal these much anticipated announcements.

“In addition, at the February 8 kickoff event, we’re going to share the details of our revamped and expanded **Pride Festival VIP Experience**, which is going to be another source of excitement for those who want to celebrate Pride at the ultimate level,” Fornelli added.

“This is the most exciting time of the year for Phoenix Pride as an organization, as we start the final countdown to the largest annual LGBTQ community event in Arizona, the Phoenix Pride Festival and Parade!” President of the Board of Phoenix Pride **Mark Leeper** stated. “In past years, we’ve always let the information about our headliners, grand marshals and theme trickle out to the public, but this year – as we come off of record-setting Festival and Parade attendance in 2017 and look forward to even larger numbers in April – we want to share our anticipation and excitement with the entire community, and we’re looking forward to seeing everyone at BS West next Thursday at 6!”

Tickets for the 2018 Phoenix Pride Festival are **ALREADY ON SALE**, 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/>.**

Presenting partners for the 2018 Phoenix Pride Festival are **Bud Light[®]**, **Tito’s Handmade Vodka** and **Volkswagen North Scottsdale**.

Bank of America is the presenting partner for the 2018 Phoenix Pride Parade.

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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