



FOR IMMEDIATE RELEASE
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PREPARATIONS UNDERWAY FOR
2017 RAINBOWS FESTIVAL

SATURDAY AND SUNDAY, OCTOBER 21-22, 2017

AT HERITAGE SQUARE HISTORIC DISTRICT

16th Annual Festival is FREE and OPEN TO THE PUBLIC

PHOENIX — The **16th Annual Rainbows Festival**, Arizona's second-largest annual LGBTQ festival, will be held on **Saturday and Sunday, October 21-22, 2017** at the Heritage Square Historic District in downtown Phoenix. The Festival will be open on both days from 10:00 a.m. until 6:00 p.m. It is produced by Phoenix Pride.

The two-day outdoor event is **FREE, OPEN TO THE PUBLIC** and **FAMILY FRIENDLY**, and will include hundreds of booths from local businesses, activities, food, two stages of live entertainment and more.

Comprising more than three-and-a-half acres (approximately 155,000 square feet) of fun for the whole family, the Rainbows Festival is expected to draw more than 25,000 guests over its two-day run.

"If it's fall in Phoenix, then we know that the entire Greater Phoenix community is gearing up for the fun and enjoyment of the Rainbows Festival," Phoenix Pride Executive Director Justin Owen said. "We look forward to this event every year, because it's a great opportunity to bring together the entire community in a fun and casual atmosphere that celebrates the rich diversity of our area. As temperatures cool

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down, Rainbows Festival is a wonderful way to emerge from the hibernation of summer and enjoy the beautiful fall weather in the gorgeous setting of Heritage Square.

“In addition, the revenue from the Rainbows Festival allows Phoenix Pride to continue to fund scholarships, community grants and other philanthropic programs, so it is one of the key elements in our ability to give back to the community,” Owen added. “I want to thank all of our sponsors, exhibitors, donors and volunteers for supporting this great event that also, in turn, goes to support worthy individuals, organizations and programs that serve our community on a daily basis.”

For more information on the 2017 Rainbows Festival, including detailed event, parking and accessibility information, the public is encouraged to visit <http://phoenixpride.org/events/rainbows-festival>.

The 16th Annual Rainbows Festival is a production of Phoenix Pride, which has helmed the event since 2012. The Festival originated in 2002 and has continued to grow and develop in the five years since its acquisition by Phoenix Pride.

ADVANCE AND ON-SITE MEDIA COVERAGE OF THE 16TH ANNUAL RAINBOWS FESTIVAL IS WELCOME. FOR ADVANCE OR SAME-DAY INTERVIEW OR ON-SITE COVERAGE REQUESTS (INCLUDING REMOTE BROADCAST OPPORTUNITIES DURING THE EVENT), PLEASE CONTACT JEREMY HELFGOT, BY PHONE AT 310-413-3360, OR VIA E-MAIL TO jm@helfgot.com.

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