



FOR IMMEDIATE RELEASE
September 5, 2018

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COUNTDOWN IS ON TO PHOENIX PRIDE'S
2018 RAINBOWS FESTIVAL

SATURDAY AND SUNDAY, OCTOBER 20-21

17th Annual Downtown Phoenix Festival is FREE and OPEN TO THE PUBLIC

***** MAIN STAGE HEADLINERS REVEALED BELOW *****

PHOENIX — The **17th Annual Rainbows Festival**, Arizona's second-largest annual LGBTQ festival, will be held on **Saturday and Sunday, October 20-21, 2018** 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. Headliners on the Festival's **Bud Light[®] Main Stage** will include *RuPaul's Drag Race* all-star **Detox** on Saturday, October 20; and fellow *Drag Race* alum and noted makeup artist **Raja**, on Sunday, October 21. Both artists are also recognized for their recording careers and have, separately, received recognition of their performances with appearances on the coveted *Billboard* charts.

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Additional performers will be announced as the festival approaches.

In addition to the Rainbows Festival, itself, a series of events counting down to October 20 will be held throughout the Valley in the month leading up to the festival. **(PLEASE SEE ATTACHED EVENT CALENDAR.)**

“October is almost here, and the entire Phoenix community is looking forward to cooler temperatures, a return to the outdoors, and the fun and festivities of the annual Rainbows Festival,” Phoenix Pride Executive Director **Mike Fornelli** said. “Every year, the Rainbows Festival serves as the Phoenix area’s unofficial kickoff of Fall, and after this year’s record-breaking summer, we’re looking forward to the chance to return to the outdoors and gather with friends and family for our favorite street fair at Heritage Square.”

“Earlier this year, we shattered attendance records at the Phoenix Pride Festival, with more than 40,000 ticketholders, and we’re expecting that momentum to continue into October with our largest Rainbows Festival ever,” President of the Phoenix Pride Board of Directors **Mark Leeper** added. “We’re really excited to welcome back family, friends and allies to the 17th year of this great event. As always, access to the wonderful food, local vendors and top-notch entertainment that are the hallmarks of the Rainbows Festival, will be free of charge, family friendly, and open to the entire community. We cannot wait to see everyone there!”

For more information on the 2018 Rainbows Festival, including detailed event, parking and accessibility information, the public is encouraged to visit <http://phoenixpride.org/events/rainbows-festival>.

The 17th 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 six years since its acquisition by the organization.

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

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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>.

ADVANCE AND SAME DAY COVERAGE OPPORTUNITIES IN CONNECTION WITH THE 17TH ANNUAL RAINBOWS FESTIVAL ARE AVAILABLE, BY CONTACTING JEREMY HELFGOT, BY PHONE AT 310-413-3360, OR VIA E-MAIL TO jm@helfgot.com.

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