



**FOR IMMEDIATE RELEASE**  
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## **PHOENIX PRIDE'S 2018**

# **RAINBOWS FESTIVAL**

**THIS SATURDAY AND SUNDAY, OCTOBER 20-21**

**AT HERITAGE SQUARE HISTORIC DISTRICT**

**17<sup>th</sup> Annual Downtown Phoenix Festival is FREE and OPEN TO THE PUBLIC**

**PHOENIX** — The **17<sup>th</sup> Annual Rainbows Festival**, Arizona's second-largest annual LGBTQ event, 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**

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**COUNTDOWN IS ON TO 2018 RAINBOWS FESTIVAL IN PHOENIX  
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**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. (A complete schedule of Main Stage and **Nissan Community Stage** performers is attached.)

“With just a few days left to go, there’s already a wave of excitement in the community as we get ready to join family, friends, neighbors and allies to welcome the cooler weather and reconnect for a great time at the 2018 Rainbows Festival,” Phoenix Pride Executive Director **Mike Fornelli** said. “It’s always an exciting time, but this year is especially dynamic, on the heels of the largest and most energized Phoenix Pride Festival in our history, this past April.”

“We’re riding on a great tide of momentum as we head into this year’s Rainbows Festival,” President of the Phoenix Pride Board of Directors **Mark Leeper** confirmed. “The public is more actively engaged than ever before, with a series of great lead-up events that have brought out the whole community, and a really strong sense of unity that we know will carry us festively into the weekend.”

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 17<sup>th</sup> 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**<sup>®</sup>, **Volkswagen North Scottsdale** and **Nissan Motor Corporation**.

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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 to support and empower the LGBTQ community and our 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 17<sup>TH</sup> ANNUAL RAINBOWS FESTIVAL**

**ARE AVAILABLE, BY CONTACTING JEREMY HELFGOT,**

**BY PHONE AT 310-413-3360, OR VIA E-MAIL TO [jm@helfgot.com](mailto:jm@helfgot.com).**

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