



Heritage of Pride, Inc.

Organizer & Producer of New York City's Lesbian, Gay, Bisexual and Transgendered Pride
March, Rally, Dances & PrideFest



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PRIDE WEEK: JUNE 18 – 26, 2011

HERITAGE OF PRIDE ANNOUNCES THEME OF THIS YEAR'S NYC PRIDE CELEBRATION: "PROUD AND POWERFUL" & EVENT CALENDAR

*Over One Million Expected to Attend Annual New York City Pride Events,
June 18 – June 26*

New York City (March 30, 2011) —Heritage of Pride, Inc., the 501c3 non-profit organization responsible for producing New York City's LGBT Pride Week, unveiled their 2011 theme. This year's theme, "Proud and Powerful," will spotlight New York City as one of the world's most popular LGBT destinations around the world. New York City will host a full week of activities, beginning with The Rally at Central Park's Rumsey Playfield on Saturday, June 18, and culminating in the legendary Dance on the Pier at Pier 54 – Hudson River Park on Sunday, June 26.

Heritage of Pride, which organizes LGBT events in New York City to commemorate and celebrate the 1969 Stonewall Riots, will present a weeklong roster of activities that will showcase the City as one of the most popular LGBT destination in the world. In addition,

"Our theme for 2011, Proud and Powerful, exemplifies where the LGBT movement is currently," said Chris Frederick, Managing Director of Heritage of Pride, Inc. "Over the last year we've seen the downfall of Don't Ask Don't Tell, the slow breakdown of the Defense of Marriage Act, and many other wins for the community. Our message is clear and succinct that we are proud of who we are and increasingly more powerful in winning LGBT equal rights."

A list of 2011 NYC Pride activities follows:

The Rally

Saturday, June 18th, 2011, 3:00 - 6:00 PM (Doors open at 2:00)
Rumsey Playfield in Central Park (72nd Street and Fifth Avenue)

The official NYC LGBT Pride Rally will be **hosted by Chelsea Lately & The Tonight Show Regular, Ross Matthews**. The Rally will feature well-known performers such as the **Tony Nominated show, Priscilla Queen of the Desert** and Logo's Breakout Artist Award Winner, **Oh Land**. Comedian Christine O'Leary and other motivational speakers from the LGBT community will be featured as well. This event is free and open to the public; no tickets are necessary.

Rapture on the River: A Women's Dance

Saturday, June 25th, 2011, 3:00 - 11:00 PM
Pier 54 – Hudson River Park (13th Street and West Street)
DJ's Susan Levine and Mary Mac

Afternoon festivities will feature a number of fantastic comedians as well as a Happy Hour from 3:00-4:00 featuring 2-for-1 drinks! In evening, we'll switch into full party mode with an awesome DJ line up to keep your hips shakin'. This year, Rapture will also include a first-ever Wet T-Shirt Contest (winner takes home \$250!).

Whether you want to engage in some afternoon revelry with friends or dance the night away, Rapture on the River is THE event for all lesbian, bisexual, transgender, and queer-identified women. Rapture takes place after the Dyke March and the night before the official NYC Pride March.

To purchase tickets please access - <http://www.nycpride.org/rapture.php>.

All proceeds from the Rapture on the River will benefit NYC's LGBT Pride Week events and community organizations.

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The March

Sunday, June 26, step-off begins at noon

Starts at 36th Street & 5th Avenue, ends at Christopher & Greenwich Streets.

(See Attached Grand Marshal Release)

The March, which began as a civil rights demonstration the year after the Stonewall Riots, is now also a celebration of gay rights as well as recognition of causes such as the fight against AIDS. For smaller crowds, visitors should watch anywhere from the 'teens to the 30s on Fifth Avenue and for larger crowds and high energy, anywhere in the Village is ideal. This event is free and open to the public; no tickets are necessary.

PrideFest

Sunday, June 26, 11:00 AM – 5:00 PM

Hudson Street between Abingdon Square and West 14th Street

Additionally PrideFest will occupy 13th Street between 8th and 9th Ave

PrideFest, the annual LGBT street fair, brings together over 300,000 local residents and families, community leaders, area business owners and visitors for a day of fun and celebration. This event is free and open to the public; no tickets are necessary.

Dance on the Pier: Dance 25

Sunday, June 26th, 2011, 2:00 - 10:30 PM

Pier 54 – Hudson River Park (13th Street and West Street)

Opening DJs – DJ Lina (NYC) , Vito Fun (NYC)

Closing DJs – Ana Paula (Rio De Janeiro)

Join 7000+! NYC's Largest Pride Party:

General Entry

May 1 - May 31 : \$55

June 1 - June 24: \$75

Day Of : \$125

VIP - \$200 (Includes Full liquor open bar/ free water/beverages for entire event, fresh fruit, VIP bathrooms, access to raised VIP area)

For 2011 it will be the TWENTY FIFTH year of Dance on the Pier. With the 25th celebration NYC Pride is planning on BLOWING it out with the biggest and best production yet! We are SUPER SIZING the event for 2011 with an extra two full hours of dance music. We've brought on legendary DJ Lina to kick-start the party starting at now 2pm this year. Vito Fun will then take the stage to bring some pop house sounds to keep the party going. Ana Paula will cap off the evening taking everyone on a journey of beats and amazing vocals.

To learn more please access: <http://www.nycpride.org/pierdance.php>.

All proceeds from the Dance on the Pier will benefit NYC's LGBT Pride Week events and community organizations.

For more information about Heritage of Pride & NYC Pride, please visit nycpride.org or follow NYC Pride on Twitter (twitter.com/nyc_pride) or on Facebook (facebook.com/nycpride).

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