



HERITAGE OF PRIDE ANNOUNCE THEME OF THIS YEAR'S NYC PRIDE CELEBRATION: "SHARE THE LOVE"

*Over One Million Expected to Attend Annual New York City Pride
Events,
June 16 – June 24*

New York City (January 24th, 2012) — Heritage of Pride, the organization responsible for producing the annual LGBT Pride events in New York City, unveiled the 2012 theme of the annual Pride celebration. This year's theme, "Share The Love," will spotlight New York City as one of the world's most popular LGBT destinations around the world. Heritage of Pride will host a full week of activities, beginning with The Rally on Saturday, June 16, and culminating in the legendary Dance on the Pier at Hudson River Park's Pier 54 on Sunday, June 24.

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"Our hope is that this theme promotes the importance of shared equality for the straight and LGBT community," said Alan Reiff, Co-Chair of Heritage of Pride. "The word love can be used for many things. There are still many relevant issues left to fight for, this theme highlighting one that is still on everyone's radar."

After a historic year where marriage equality was enacted into law in New York State, Heritage of Pride plans on sharing the love of LGBT equality through the largest roster of Pride events in its history.

"Our theme for 2012, Share The Love, exemplifies that love has no boundaries," said Chris Frederick, Managing Director of Heritage of Pride. "We've seen marriage become mainstream in New York state and we want to make it known that love can be shared with your friends, family and/or partner no matter where you live. Our hope is that people celebrate one of the most basic and necessary human traits: the act of love."

About Heritage of Pride:

Heritage of Pride is a wholly volunteer-managed non-partisan, tax-exempt, not-for-profit corporation that organizes Lesbian, Gay, Bisexual and Transgendered Pride events in New York City to commemorate and celebrate the Stonewall Riots. Founded in 1984, Heritage of Pride took over the planning of New York City Pride events from the disbanded Christopher Street Liberation Day Committee, former organizers of the March and Rally, and the Christopher Street Festival Committee, the former organizers of the Festival. These events are organized for and on behalf of all lesbian, gay, bisexual and transgender individuals and groups, and all others who support the struggle for the liberation of these communities.