



Heritage of Pride, Inc.



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OFFICIAL PRESS RELEASE

GRAMMY NOMINATED UK BASED DJ'S FREEMASONS TO HEADLINE 24th ANNUAL DANCE ON THE PIER

(New York – Thursday, February 18, 2010) NYC Pride is thrilled to announce the scheduled lineup for the 24th annual Dance on the Pier. Well known, smooth sounding DJ Steven Oliveri will open the evening with a set that will not disappoint and create the perfect lead in for the Grammy Nominated UK DJ duo, Freemasons.

Steven Oliveri is well known for his happy uplifting vocals with energy. Celebrating 30 years in the music industry Steven is a resident DJ at The Monster and has seasonal residencies on Fire Island Pines. His passion for music just keeps getting stronger and stronger!

Freemasons are infamously named after the Brighton pub quite near to the studio where the duo started productions nearly 4 years ago. They first came to clubland's attention with the much loved, Jackie Moore sampling - "Love On My Mind" which quickly made the quantum leap from UK Dancefloors, into the charts and the Freemasons were off to a running start. A second top 20 hit "Watchin'" also featuring the extremely talented Amanda Wilson cemented their name with clubbers and industry alike and as the remixes started to flood in, it soon became apparent to everyone that the Freemasons were definitely much more than a one trick pony.

Freemasons NYC Pride debut wouldn't be possible without the generous contribution from international dating site Gaydar.net. Phil Henricks, the company's Head of North American Marketing, stated that "New York has shown us a lot of support and we wanted to give back to show our commitment to the community. We wanted this years Dance on the Pier to be extra memorable with the incredibly talented Freemasons."

Dance on the Pier will once again take place on Pier 54 at 13th Street and the West Side Highway on Sunday, June 27th from 4:00 PM until 10:30 PM. The finale to a week of Lesbian, Gay, Bisexual, and Transgender Pride events in New York, The Dance on the Pier was born out of a time when our community could not dance, openly and proudly, with other members of our LGBT community. It is a celebration set to the New York City skyline and a reminder of how far we've come these past two decades.

In addition, we shall also have a performance by a special guest. To create an exciting, anticipation filled surprise for our guests, we will not announce the name of the special guest before the Dance. The event will end with our traditional fireworks over the Hudson River. Dance 24 is sure to be the ultimate event of Pride Week in more ways than one.

Tickets for the Dance will go on sale May 1st, 2010. Please visit our website, www.nycpride.org for more information on outlets and pricing.

Photo/video opportunities: An aerial platform is provided for photographers and videographers throughout the event by SPECIAL ARRANGEMENT ONLY. Contact the Media Committee for credentials at media@nycpride.org. In addition, we encourage live coverage of the fireworks at 10:30 PM. Satellite trucks may be parked along the highway as space permits.

For further media inquiries please contact the Media Director at media@nycpride.org. For information regarding NYC Pride and Pride Week 2010 events, please visit our website at www.nycpride.org. Follow us on Facebook at www.facebook.com/NYCPride or Twitter at http://twitter.com/NYC_Pride

Organizer & Producer of New York City's Lesbian, Gay, Bisexual, Transgender Pride
Rally, March, PrideFest & Dance