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**NYC & COMPANY AND HERITAGE OF PRIDE UNVEIL
THEME OF THIS YEAR'S NYC PRIDE CELEBRATION:
"LIBERTY AND JUSTICE FOR ALL"**

**—Annual NYC Pride Events Spotlight the City as
LGBT Capital of the World from June 19 to 27—**

New York City (March 23, 2010) — NYC & Company, the official marketing, tourism and partnership organization for the City of New York, today joined with Heritage of Pride, Inc., to unveil the 2010 theme of the City's annual gay pride celebration. This year's theme, "Liberty and Justice for All," will spotlight New York City as one of the world's most welcoming and inclusive LGBT destinations. The City will host a full week of activities, beginning with The Rally at Central Park's Rumsey Playfield on Saturday, June 19, and culminating in the legendary Dance on the Pier at Pier 54 – Hudson River Park on Sunday, June 27.

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"New York City is the birthplace of the modern gay rights movement, and we invite visitors from around the world to book their travel now to take part in our unique pride celebration in June and experience firsthand the energy, excitement and vibrancy of one of the world's great cities," said George Fertitta, CEO of NYC & Company.

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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 the most vibrant LGBT destination in the world.

FOR IMMEDIATE RELEASE

"This year's theme 'Liberty and Justice for All' perfectly characterizes New York City, a place that embraces every walk of life and celebrates diversity," said Chris Fredrick, managing director of Heritage of Pride. "We encourage people from around the world—LGBT and otherwise—to take part in this historic celebration."

A list of 2010 NYC Pride activities follows:

The Rally

Saturday, June 19, 4–8pm

Rumsey Playfield in Central Park (72nd Street and Fifth Avenue)

The official NYC LGBT Pride Rally will feature well-known performers and motivational speakers from the LGBT community to kick off this year's Pride Week events. This event is free and open to the public; no tickets are necessary.

Rapture on the River: A Women's Dance

Saturday, June 26, 6–11pm

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

Rapture 2010 is the official NYC Pride Week Women's Dance. In its seventh



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year, it has become a staple Pride Week event. Tickets will be available from May 1 to June 26. All proceeds from the Rapture on the River will benefit NYC's LGBT Pride Week events and community organizations.

The March

Sunday, June 27, step-off begins at noon
Begins at 52nd Street and Fifth Avenue and ends in the West Village
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 a good spot to watch the step-off, you should be in the 50s or upper 40s on Fifth Avenue. For larger crowds and high energy, anywhere in the Village is ideal. For smaller crowds, visitors should watch anywhere from the 'teens to the 30s on Fifth Avenue. This event is free and open to the public; no tickets are necessary.

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PrideFest

Sunday, June 27, 11am–7pm
Hudson Street between Abingdon Square and West 14th Street
PrideFest, the annual LGBT street fair, brings together 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 24

Sunday, June 27, 4–10:30pm
Pier 54 – Hudson River Park (13th Street and West Street)
Featuring DJ Steven Oliveri and the Grammy-nominated DJ duo Freemasons, Dance on the Pier will culminate in a fireworks display. Tickets will be available from May 1 to June 26. All proceeds from the Dance on the Pier will benefit NYC's LGBT Pride Week events and community organizations.

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For more information, please visit nycpride.org or follow Heritage of Pride on Twitter (twitter.com/nyc_pride) or on Facebook (facebook.com/nycpride). For more information on the best of NYC's LGBT history and offerings, visit nycgo.com/gay.

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For the official source on all there is to see and do in New York City, go to nycgo.com.