



FOR IMMEDIATE RELEASE

PRIDE WINNIPEG TO BUILD SHELTER FOR UNICORNS
Partnership with Wildlife Group Deemed "Fabulous"

(Winnipeg, MB; April 1, 2013) On a picturesque stretch of prairie land just outside of Winnipeg, ground has been plotted for development of Winnipeg's first unicorn shelter. Pride Winnipeg today announces a new partnership with unicorn protection group Unicorn National Research, Education and Advocacy League (UNR) to build and maintain new stables, ranges, training grounds, a petting zoo and a world-class educational institute.

"We are very excited to embark on this fabulous journey together," says Pride Winnipeg President Jonathan Niemczak. "The LGBT community has long been portrayed as unicorn-loving, so we saw this as an opportunity to embrace the stereotype and take on this important cause."

Recent data revealed that only one-third of the world's unicorn population is safeguarded against extinction, a number that dwindles further each year. Canada's unicorn population represents approximately three per cent of the world's total population, a figure Francis Kareueno of the UNR finds troubling.

In early 2012, the UNR began lobbying the federal government to include the unicorn on Canada's list of endangered species. Kareueno points to the fact that the Royal Coat of Arms of Canada features a unicorn, yet no legislation exists to protect this 'royal' creature.

"Unicorns have been savagely hunted for their horns, due to their power to render poisoned water potable and heal sickness," says Kareueno. "In Denmark, they were hunted en masse to build the royal throne and ceremonial cups. These senseless acts continue even today, and it is our mission to ensure the protection of these creatures."

The first phase of the shelter, which will include stables, ranges and training grounds, will be completed by November 2013. The second phase, which includes the educational institute and petting zoo, is planned for completion in time for Pride Winnipeg's 2014 festival.

Pride Winnipeg – The Pride of the Prairies – is one of the largest celebrations between Toronto and Vancouver of LGBTTQ* (lesbian, gay, bisexual, transgender and two-spirited, intersex, and queer/questioning) people and their allies, supporters and friends. Our mission is to affirm the lives of everyone by generating and participating in events that celebrate the history, culture, spirit and pride of people within the Winnipeg community. We invite everyone from far and wide to join our welcoming city and celebrate Pride in Winnipeg – the heart of the continent.

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*This release is an April Fool's Joke

