



2015 Festival Theme



FOR IMMEDIATE RELEASE

### Pride Winnipeg Reveals Evolution Exhibit

**(Winnipeg, MB; May 15, 2015)** – Today in the gallery of Manitoba Hydro Place, Pride Winnipeg revealed the Evolution Exhibit. The exhibit contains a timeline of the evolution of LGBTTTQ\* rights in Canada, starting from the decriminalization of homosexuality in 1969 to the present day struggles of transphobia.

This year's theme for the 2015 Pride Winnipeg Festival is Evolution. The theme was chosen to highlight the evolution of human rights with a focus on LGBTTTQ\* rights here in Canada and abroad. One of the objectives with this year's theme is to promote education and awareness around LGBTTTQ\* history and major milestones.

To assist with this objective Pride Winnipeg has created an exhibit that will showcase one of the core activities involved with LGBTTTQ\* rights, The Pride Movement. Since its inception with the 1969 Stonewall Riot (the birth of the Gay Liberation Movement) Pride has played a pivotal role in promoting LGBTTTQ\* rights and freedom. This exhibit will contain the history of the Pride movement in an effort to answer a question that is asked all the time "Why Do You Need a Parade?".

Pride Winnipeg is hoping this exhibit will shed more light on the history of the LGBTTTQ\* movement and how the Pride Festival begun. "The Pride movement is approaching its 50<sup>th</sup> birthday in 2019 and it's important that people know the history of the Pride Movement as it's a part of our human rights culture" says Pride Winnipeg President Jonathan Niemczak. "Unfortunately the LGBTTTQ\* rights movement is not taught in schools. Until it is we must take it upon ourselves to education our community and the general public on the movement and the key milestones that have resulted in the liberty we enjoy today as LGBTTTQ\* Canadians.

Along with the story displayed on the exhibit individuals will be encouraged to tell their story of evolution either by a short video clip. These stories will highlight their own identity evolution or even thought evolution on LGBTTTQ\* topics. The video will be uploaded to various social media sites (Facebook, Instagram, Vine, etc.) and tagged with #EVOLution and #pridewpg to allow Pride Winnipeg to share their stories.

Additionally Pride Winnipeg will be raising money with the exhibit to sponsor a LGBTTTQ\* refugee. Through the "Rainbow-Tie Campaign" people may purchase a rainbow paper bow-tie for \$2.00 and take a selfie and post it to social media with the tags #pridewpg and #rainbow-tie.

**Pride Winnipeg** – The Pride of the Prairies – is one of the largest celebrations between Toronto and Vancouver of LGBTTTQ\* (lesbian, gay, bisexual, transgender, two-spirit, queer, questioning, intersex, and pansexual) 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.

The 2015 Pride Winnipeg Festival will take place from June 5 – 14, 2015. During this time various community activities will be held across Winnipeg. The Pride Festival at The Forks takes place from June 13 – 14. Pride Day, the day of the Rally, Parade, Festival at The Forks and Closing Party, is June 14.

For more information about the Pride Winnipeg Festival please visit [www.pridewinnipeg.com](http://www.pridewinnipeg.com).

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