Pride Winnipeg Festival
Pride of the Prairies
May 27 – June 5, 2016
#pridewpg
#beauthentic

FOR IMMEDIATE RELEASE

You can #beauthentic at the 2016 Pride Winnipeg Festival!
Pride Winnipeg reveals 2016 Pride Festival Theme and announces extension to operating hours

(**Winnipeg, MB; January 28, 2016**) – Pride Winnipeg is thrilled to announce its theme for the 2016 Pride Winnipeg Festival: "Be Authentic." The theme is a call to action for everyone to, without reservation, be their true, authentic selves every day.

Despite the legal barriers for equal recognition that the LGBTTQ* (lesbian, gay, bisexual, transgender, two-spirit, queer, questioning, pansexual, intersex, asexual) community has overcome in the last decade, there continues to be social stigmas that either discriminate against LGBTTQ* people or prevent individuals from coming out and openly identifying.

"No matter your gender identity, sexual orientation, age, race, abilities, culture; be real, be true, be outspoken, be a person who affects change, be someone who lives each day unapologetically," said Jonathan Niemczak, President of Pride Winnipeg. "The Pride Festival is a safe place for anyone to be themselves. No judgements, no negativity; just be your authentic self."

Festival-goers also have more Pride time to look forward to with the free Outdoor Concert & Festival at The Forks being extended to 8:00 pm on both Saturday and Sunday evenings of the Pride Day weekend.

"Year over year we're seeing larger crowds at The Forks and to accommodate the demand we are increasing our operating hours," explained Niemczak. "This increase will see all Pride Day weekend services extended right until 8:00 pm."

The 2016 Pride Winnipeg Festival will take place from May 27 – June 5. During this time various community events and activities will be held across the city. The Pride Outdoor Concert & Festival at The Forks takes place from June 4 – 5. Pride Day, the day of the Rally and Parade, is June 5.

For more information about the Pride Winnipeg Festival please visit www.pridewinnipeg.com

Pride Winnipeg – The Pride of the Prairies – is one of the largest celebrations between Toronto and Vancouver of LGBTTQ* (lesbian, gay, bisexual, transgender, two-spirit, queer, questioning, intersex, pansexual, and asexual) people and their allies, supporters, and friends. We aim 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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Pride Winnipeg media contact:

Jeff Myall
Director, Public Relations
Email: media@pridewinnipeg.com