



## **PRESS RELEASE**

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### **New Date Scheduled for 2011 Sacramento Pride**

August 23, 2010, SACRAMENTO, Calif.—Organizers of the Sacramento Pride Festival announced today that the event will be moved to a new date for 2011—**June 4, the first Saturday in June**. The 26-year-old annual celebration of lesbian, gay, bisexual and transgender equality has traditionally been held on the third Saturday in June.

Sacramento Pride is produced by the Sacramento Gay & Lesbian Center and is the largest source of funding for Center programs and services.

“The Sacramento Pride leadership is positioning the event for future growth,” said Josh Jacoby, Pride Director. “We have held our Sacramento Pride Festival and Parade on the third Saturday in June for many years, and for many years San Francisco Pride has been held on the weekend following ours. The proximity of the dates has meant that Sacramento Pride operates in the shadow of the larger San Francisco Pride festivities. As Sacramento Pride has become established in recent years as ‘California’s Capital Pride,’ we have begun to attract more visitors from other parts of the state. We feel that this date change will give people more opportunity to participate in both of these important Pride events.”

Additionally, Jacoby said, Sacramento Pride’s date has for many years conflicted with Sacramento’s important Juneteenth celebration of African American equality and has fallen on Father’s Day weekend, when many families travel to be with loved ones. “Among the goals of Sacramento Pride is to be inclusive and accessible to all of Sacramento’s diverse communities,” Jacoby said. “We are working to eliminate as many barriers as possible that may prevent people from participating fully.”

The decision to change the date of Sacramento Pride was made only after consideration of multiple options and after analyzing results of an Internet survey. The first Saturday in June was the clear winner in the survey.

Pride organizers also hope the earlier date will result in better weather for the event. “With our hot Sacramento summers, the hope is that holding the event earlier in June will mean cooler temperatures, in addition to achieving our goal of putting a little more time between the Sacramento and San Francisco celebrations.”

Sacramento Pride 2011 will once again be held on Sacramento’s beautiful Capitol Mall, in the shadow of the Tower Bridge and State Capitol building. More details will be announced, but interested individuals may visit [www.sacramentopride.org](http://www.sacramentopride.org) for up-to-the-minute information.

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