



## MULTI-PLATINUM SELLING RECORDING ARTIST, DEMI LOVATO GOES BICOASTAL FOR PRIDE

NEW YORK, NY | LOS ANGELES, CA - Monday, May 5, 2014 – In honor of the 45th anniversary of the Stonewall Riots, two of the largest Pride events in the world— LA PRIDE and NYC PRIDE—have joined forces to announce the participation of one of the biggest names in Hollywood in this year’s LGBT Pride celebrations, **Demi Lovato**. On June 8<sup>th</sup>, the multi-platinum selling recording artist will join the LA PRIDE Parade as Grand Marshal and her participation will include a special performance. On June 29, Lovato will head east to headline perform at NYC Pride’s legendary *Dance on the Pier* on Pier 26 in Tribeca.

"It’s such an honor to be a part of both LA and NYC PRIDE celebrations this year," says Lovato. "I have been an active advocate of the LGBT community and am wholly committed to supporting individuality and being comfortable in one’s own skin. I am thrilled to be a part of both events as they are a wonderful celebration of independence and self-confidence."

One of the most exhilarating aspects of LA PRIDE’s weekend celebration is that of its annual parade, which brings out hundreds of thousand of participants, spectators and marchers to the streets of West Hollywood. A focal point in the flamboyantly colorful parade, the Grand Marshal represents a person whom has used their celebrity to be an outspoken supporter of the LGBT community.

"Demi Lovato is an amazing role model for today’s youth, both LGBT and non-LGBT, for her activism in the area of equality, positive messaging on body image, and level of openness with her struggles. As a community, we’re fortunate to have an ally like Demi," said Patti DiLuigi, Co-President of Christopher Street West, producers of LA PRIDE.

Dance on the Pier is NYC Pride’s largest fundraising and community support initiative. The event’s production committee awards over \$45,000 in grants to LGBT and LGBT-friendly nonprofits and community organizations each year. The event also supplies NYC Pride with critical operating revenue and pulls in countless visitors, driving attendance to NYC Pride’s other official events as well as various unofficial Pride events throughout the city. The historic event has played host to world-renowned performers, including Jennifer Hudson, Jennifer Lopez, Janet Jackson, Whitney Houston and most recently Cher.

"We are thrilled to welcome Demi to our stages for this historic celebration. Now in its 28th year, the Dance on the Pier continues a proud tradition of partnering with all-star talent to create a high-quality event that raises funds to support local LGBT non-profits and New York City's annual Pride festivities," says Chris Frederick, Managing Director of NYC Pride.

LA PRIDE runs June 6 to 8. Visit [lapride.org](http://lapride.org) for more information on LA PRIDE’s Parade and other annual events, including the thrilling Festival, featuring entertainment from Jennifer Hudson, Azealia Banks, The Bangles, Mary Lambert and Betty Who.

NYC Pride runs June 21 to 29. For tickets to Dance on the Pier, visit [nycpride.showclix.com](http://nycpride.showclix.com). For information on NYC Pride and their full roster of annual Pride events, visit [nycpride.org/events](http://nycpride.org/events).

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### **About DEMI LOVATO**

Demi Lovato is a singer, songwriter, and television star with a fan base that includes over 20 million die-hard Twitter followers and 30 million fans on Facebook. She is a platinum-selling recording artist whose latest album, *Demi*, hit #1 on iTunes in 50 countries. The lead single—"Heart Attack"—earned Platinum status just 10 weeks after launch. Demi is currently on the road for the NEON LIGHTS TOUR which was named after the third single and "Top 5" radio hit off of her album, *Demi*. In addition to her musical accomplishments, in 2014, her book, *STAYING STRONG: 365 DAYS A YEAR* became a New York Times best-seller, she returned to television as a judge and mentor on "The X-Factor" and starred in Fox's hit series "Glee." She is an outspoken advocate for young people everywhere. She has become a role model by talking openly about her personal experiences and speaking out against bullying among other issues. She serves as an official Ambassador for We Day and the organization Free the Children. She has recently launched The Lovato Treatment Scholarship Program, which helps people struggling with mental health and/or addiction issues cover the cost of treatment.

### **About LA PRIDE / CSW**

In its 44th year, Christopher Street West (CSW) is proud to produce LA PRIDE, a series of events celebrating the accomplishments of the TLGB community and shedding light on its continued march for equality. A year after the modern Transgender, Lesbian, Gay, and Bisexual liberation movement was launched by the mob-led rebellion at the Stonewall Inn on New York's Christopher Street in June 1969, activists in Los Angeles' community came together to honor the rebellion with the world's first PRIDE Parade in Hollywood, CA. Today, the organization continues to promote equality and diversity amongst the TLGB community and its allies with a three-day event held in West Hollywood, CA. The non-profit organization is comprised of an all-volunteer board of directors and professional consultants committed to the goals of human rights, education and outreach.

### **About NYC PRIDE**

NYC Pride strives to empower individuals, groups, and our community as a whole, through the commemoration of our history—in particular the Stonewall Riots of 1969. New York City's Pride events provide an opportunity to join together to celebrate our lives, take joy in all that we have done, and honor all those who have helped make our progress possible. The events provide a safe and affirming space in New York City while educating those both inside and outside our own community. In creating these Pride events, we reaffirm the self-worth of all Lesbian, Gay, Bisexual and Transgender people and all those who join in the ongoing struggle for our civil rights.

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