

FOR IMMEDIATE RELEASE

NYC Pride Unveils 2017 ‘We Are Proud’ Theme

New York, NY (February 14, 2017) – NYC Pride announces 2017’s official theme, “We Are Proud” as part of this year’s artwork and brand elements. “We Are Proud” pays homage to our diverse community of LGBT people and the progress made for LGBT rights. “We Are Proud” similarly recognizes the continued battle for freedom and liberty amidst the existing political climate in the United States and abroad.

“This year’s theme speaks to the striking nature of the human race to stand in commonality and be accounted for in moments of thrilling victory and tumultuous times,” said Maryanne Roberto Fine, NYC Pride Co-Chair.

“We Are Proud” recognizes the 48 years that our LGBT community has gathered together in solidarity each June. Pride is our connection to one another, our platform to make our voices heard, our space to shine and show the world our greatness.

“We are the ever-evolving LGBT community and the tireless work of women and people of color. We are the valiant immigrants and refugees who found places to call home in America and around the globe. We are an undaunted community with disabilities and we are the rising youth and wise elders of yesteryear. We are etched into the very fabric of American history. And we are proud of it,” said Roberto Fine.

The 2017 NYC Pride week will take place from June 16 to June 25. This year’s roster will include the March, Rally, PrideFest, OutCinema, Teaze and a new multi-day cultural experience on Pier 26.

In keeping with the essential nature of community, each year, NYC Pride awards funds in grants to local LGBT-friendly and LGBT-serving community organizations.

For more information on community grants or a full calendar of NYC Pride events, visit: <http://www.nycpride.org/>

###

Heritage of Pride works toward a future without discrimination where all people have equal rights under the law. We do this by producing LGBT Pride events that inspire, educate, commemorate and celebrate our diverse community.

Heritage of Pride is the official organizer and producer of New York City’s annual Lesbian, Gay, Bisexual, and Transgender Pride Rally, March, PrideFest and Dance.