



HOP NEWS

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PrideWeek: June 20 – 28, 2009

THE 40th ANNUAL LESBIAN, GAY, BISEXUAL AND TRANSGENDER PRIDE MARCH

When: 12:00 noon – 6:00PM, Sunday June 28th, 2009

Where: Fifth Avenue & 52nd Street to Christopher & Greenwich Streets

Who: Over 300 organizations, more than 500,000 attendees and over 1 million spectators

What: New York City's largest march

New York City's annual Pride March began in 1970 as a commemoration of the one-year anniversary of the Stonewall Riots. The March has since grown to become the oldest and one of the world's largest Lesbian, Gay, Bisexual and Transgender (LGBT) events.

This year's Pride March will begin at 12:00 noon on Sunday June 28th. Step-off for the nearly 300 groups and 500,000 participants will take place on 52nd Street and Fifth Avenue. The March then follows the Lavender Line to its conclusion at the intersection of Christopher Street and Greenwich Street. Longer than St. Patrick's green line by many blocks, the Line is an identifying symbol of New York City's Pride March and will mark all four miles of the March's route. The route moves south on Fifth Avenue and turns right (west) on 8th Street and proceeds to the top of Christopher Street by the Jefferson Market Library. From here, the March will pass down Stonewall Place and the Stonewall Inn, site of the riots in June of 1969.

Led by our Grand Marshals, **Anne Kronenberg – Cleve Jones – Dustin Lance Black**, the March will include floats, marching bands, and representatives from more than 300 LGBT organizations and businesses from all over the Northeast. In addition, over 1 million spectators will line the March route.

The Moment of Silence: At 2:00 PM, the entire March falls silent – all music, bands, singing and talking ceases as everyone along the four-mile long route, marchers and spectators alike, stops, stands and remembers those we have lost to AIDS. It is Heritage of Pride's (HOP) way of ensuring that we all remember that the AIDS crisis is not over and that much more work needs to be done to stop the pandemic in this city and around the world. **Red Ribbons of Remembrance**, each with a place to write the name of a loved one who has died of AIDS, are distributed along the March route. All donations received by HOP for the Ribbons of Remembrance benefit worthwhile New York City service organizations.

Ribbons of Remembrance are graciously underwritten by amfAR (the foundation for AIDS research).

Media Opportunities at the March

Photo and video opportunities, news and human-interest stories abound at the March.

Of particular interest to photographers/videographers is the beginning of the March. The nearly 100 motorcycles from several of the Northeast's clubs, six block-long rainbow balloon arches and several marching bands that make up the **Lead Section** of the March are certainly loud and vibrant. Excellent opportunities exist for spectacular images as the Lead Section lines up on Fifth Avenue after 11:00 AM and as it moves down the route.

In addition, the nearly 300 groups positioned in 14 sections throughout the **Formation Area** (Madison to Seventh Avenues from 52nd to 57th Streets, see enclosed section listing) are not only colorful but afford an opportunity to interview individuals representing the amazing diversity of the LGBT community and its supporters.

Further down the route, the **Reviewing Stand** also gives excellent opportunities to photographers, videographers and other media. Located directly in front of Madison Square Park at 24th Street and Fifth Avenue, the Reviewing Stand is where organizations in the March stop and put on a show for the crowd, hoping for a chance to win one of our coveted March Awards.

Heritage of Pride is the wholly volunteer-managed, non-partisan, tax-exempt, not-for-profit corporation that organizes Lesbian, Gay, Bisexual & Transgender Pride events in New York City to commemorate and celebrate the Stonewall Riots. These events are organized on behalf of all lesbian, gay, bisexual and transgender individuals and groups, and all others who support the struggle for the liberation of these communities. In the Spirit of Stonewall, Heritage of Pride welcomes participation of all, regardless of age, creed, gender, gender identification, HIV status, national origin, physical or mental developmental ability, race, religion or sexual orientation.

Organizer & Producer of New York City's Lesbian, Gay, Bisexual and Transgendered Pride
March, Rally, Dances & PrideFest