

GLBT Pride/Twin Cities



Pride Press Release

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FOR IMMEDIATE RELEASE

Pride, Living Out to Cooperate on 2005 Pride Guide™; Ads Now On Sale

MINNEAPOLIS, MN - GLBT Pride/Twin Cities is pleased to announce that it has signed an exclusive agreement with LivingOUT newspaper to cooperate on the production of the Official 2005 Pride Guide.

The Pride Guide is the official publication of the Twin Cities GLBT Pride Celebration and contains features, stories and other information related to the annual GLBT Pride (Gay Pride) Celebration held in June of each year.

Under the agreement, Pride will continue to be responsible for all content, stories, features and other content-related items in the Pride Guide, while LivingOUT will conduct the advertising sales and manage the actual production and assembly of the magazine.

The Pride Guide will continue to be a superior-quality publication with glossy paper and perfect binding. The physical specifications of the magazine will remain unchanged from 2004, ensuring that readers will receive a very high-quality product. As in the past, the Pride Guide will be distributed free of charge across the region beginning on June 1, 2005.

Pride President Jim Kelley said, "The partnership with LivingOUT will allow each of us to concentrate on our strengths. The wonderful volunteers and writers from the Pride team will focus their energy on content and stories that are informative and entertaining, while LivingOUT will use their expertise in sales and production to ensure the Pride Guide remains a signature piece of the Pride Celebration. Donna [Gimbut] and her staff are a joy to work with and they are just as committed to producing the same high quality Pride Guide we've seen for the past four years as the Pride board is."

Kelley continued, "Your advertisement in the Official Pride Guide is a great way to support all of our events, in addition to the Parade and Festival, there is also the Picnic at Como Zoo and the Pride Art Show. To support Pride, be sure you advertise in the Official Pride Guide."

Ads are now on sale and will continue until April 22, 2005. To place an ad, advertisers are asked to call the Pride Guide sales hotline at 952-852-6129 which will forward them to LivingOUT. Additional information can be

found on the Pride Guide website at www.prideguide.org. Pride Guide is a registered trademark of Gay-Lesbian-Bisexual-Transgender Pride/Twin Cities.

In addition, Living Out publisher Donna Gimbut said, "We at LivingOUT are very pleased to partner with GLBT Pride/Twin Cities in this venture. We look forward to the experience as well as combining our knowledge and resources with those of Pride to further support and unify the Twin Cities GLBT community."

Celebrating its 33rd year in 2005, GLBT Pride/Twin Cities, the organizer of the Twin Cities Gay-Lesbian-Bisexual-Transgender (GLBT) Pride Celebration, began in 1972 with a small group of activists meeting for a picnic in Minneapolis' Loring Park and a short march down Nicollet Mall. Over the intervening years, the Twin Cities Pride Celebration has grown to be the largest GLBT Pride in the region and 3rd largest in the United States, with an estimated combined attendance of nearly 400,000 people at six events. GLBT Pride/Twin Cities is an all-volunteer nonprofit organization.

It is the mission of GLBT Pride/Twin Cities to commemorate and celebrate our diverse heritage, to inspire the achievement of equality and challenge discrimination.

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