

## Media Release

# HomoCulture Teams Up with Christopher Street West (CSW) to #JUSTUNITE at the 2019 LA Pride Parade and Festival Presented by Verizon

### **HomoCulture Gear to sell exclusive LA Pride-themed fans benefitting CSW's philanthropic programs**

**For immediate release: Thursday, May 9**

**Vancouver, Canada:** HomoCulture, North America's leading source of LGBTQ+ culture, today announced the availability of exclusive LA Pride-themed fans, a new offering from the HomoCulture Gear collection, a line of gear and accessories for the LGBTQ+ community to show their pride.

This year, HomoCulture has teamed up with Christopher Street West (CSW), the 501(c)3 non-profit organization that produces the annual LA Pride Parade and Festival, again as a media partner and, this year, will create and sell exclusive, limited-edition LA Pride-themed fans. LA Pride Week takes place May 31 – June 9, culminating in the LA Pride Festival (June 8 – 9) and LA Pride Parade (June 9) in West Hollywood, California. LA Pride is one of the largest and most anticipated Pride events in North America.

With the rise in popularity of the circuit fan in recent years, HomoCulture saw an opportunity to bring a new dimension of self-expression to the Pride experience, one that also happens to complement stunning Pride outfits. HomoCulture Gear was launched in 2018 with a selection of circuit fans and has since expanded to include new, vibrant designs and quintessential, on-trend phrases used in the LGBTQ+ community. The line features matching accessories, including drawstring bags, tops, and swim wear to complete ensembles for LGBTQ+ events, including this year's LA Pride Week events.

Two fun and expressive fan designs featuring inspirational LA Pride creative are now available. Ten percent of LA Pride fan sales will be donated to CSW to support [the organization's philanthropic programs](#), including Casa del Sol, a joint project with APLA Health providing low cost housing to people living with HIV/AIDS, and PLATform, a policy, leadership, and advocacy training program aimed at amplifying the voices of the transgender community. This year's goal is to raise and donate \$2,500 to these important programs that support LA's LGBTQ+ community

"Our mission at HomoCulture is to advocate for the interests and values of the LGBT community," said HomoCulture owner and editor-in-chief, Brian Webb. "Partnering with Christopher Street West and LA Pride allows us to provide a product that enhances LA Pride attendees' event experiences, plus give back to important, local LGBT programs."

“We are thrilled to partner with HomoCulture again as a media sponsor for a second year in a row,” said Shayne Thomas, Marketing Lead for CSW Board of Directors. “This year, we wanted to take our partnership to a creative, new level by doing something that would add to the colorful fabric of the LA Pride experience. I honestly can’t wait to see people showing off their exclusive LA Pride fans as they come together during LA Pride Week 2019 to celebrate this year’s #JUSTUNITE theme.”

Attendees are encouraged to bring their exclusive LA Pride fans to all official 2019 LA Pride Week events, including the Opening Ceremony on Friday, June 7, featuring the one and only Paula Abdul, and the LA Pride Festival on June 8 – 9, where headliners Meghan Trainor and Years & Years will lead a diverse lineup of LGBTQ+ and ally artists all weekend long. This year’s performers will come together to celebrate this year’s theme, #JUSTUNITE: that the work the LGBTQ+ community does together ultimately makes it stronger and more resilient than ever before.

The LA Pride fans will be sold exclusively online from now through June 9, 2019. To order, visit: <https://shop.thehomoculture.com/collections/official-la-pride-merchandise>.

For more information on HomoCulture Gear, visit: <https://shop.thehomoculture.com/>. For the latest news on circuit parties and top gay events in North America, visit [HomoCulture](http://HomoCulture).

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## About HomoCulture:

HomoCulture began with a passion for storytelling. For more than 15 years, owner and editor-in-chief [Brian Webb](#) has been sharing his personal stories and his quest for LGBT rights through various online platforms. With a strong reader base and an increasing desire to build a robust online resource for the gay community, Brian founded HomoCulture in 2013. Today, [TheHomoCulture.com](http://TheHomoCulture.com) is North America’s leading gay lifestyle digital publication.

## About Christopher Street West (CSW) & LA Pride:

Christopher Street West (CSW), a 501(c)3 non-profit, organized the world’s first permitted parade advocating for gay rights on June 28, 1970, as a response to and in commemoration of the Stonewall Rebellion on Christopher Street in New York City the year prior. Since then, we have built a rich history as an active voice for the LGBTQ+ community across the Greater Los Angeles metropolitan area. Today, we continue to produce the globally-recognized LA Pride Parade and Festival every June in the City of West Hollywood. We also organize a number of events throughout the year with our non-profit, philanthropic, community, and corporate partners. Visit [lapride.org](http://lapride.org) for more information. Follow all LA Pride’s happenings on Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Christopher Street West engages with JJLA LLC in the event production and management of the LA PRIDE Festival & Parade. For more information on JJLA visit [www.jj-la.com](http://www.jj-la.com).

For more information, to schedule an interview, or to request high-resolution photos, please contact:

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