



MEDIA ALERT — FOR IMMEDIATE RELEASE

DATE: March 5, 2018

**San Francisco Pride Announces
CBS Bay Area as 2018 Broadcast/Digital Partner**

San Francisco, CA – San Francisco Pride has announced a three-year partnership with CBS Bay Area for the production and distribution of the annual San Francisco Pride Parade Broadcast. A livestream of the Parade will be available as it happens at cbsSF.com, followed by a two-hour highlight show televised on both KPIX 5 and KBCW 44 Cable 12 the week after the Parade. The 48th Annual LGBT Pride Parade and March will take place on Sunday, June 24th, 2018.

Over 250 contingents, including community groups, affinity organizations, city agencies, local businesses, and corporate groups will comprise the annual procession down Market Street, from Beale to Eighth Streets. Crowds estimated at 100,000 will be on hand to cheer on 50,000+ marchers as well as dozens of floats.

“San Francisco Pride is excited to partner with CBS to continue the tradition of airing our annual Parade broadcast,” said Executive Director George F. Ridgely, Jr. San Francisco Pride was the first Pride parade in the nation to have live broadcast coverage, starting in 1995. “Over the years we have had the good fortune to work with some of the finest Bay Area broadcasters, and we are grateful to have the prestige of CBS to continue this legacy. We look forward to working together to continue providing a hometown broadcast, while delivering a heightened profile for viewers.”

The theme for this year’s Pride event is *Generations of Strength*. “Our theme for 2018 exemplifies our core mission,” according to Ridgely. “For almost fifty years, San Francisco Pride has created the space for multiple generations to lift their collective voices in celebration and in resistance, highlighting a rich history of activism in the LGBTQI movement.”

“We’re honored to showcase Pride’s vibrant parade for the next three years on all of our broadcast and digital platforms,” said KPIX/KBCW President and General Manager Kevin Walsh. “KPIX 5 has a proud legacy of covering the LGBTQ community. Now we look forward to bringing this 21st century celebration to multiple screens, and building on their very successful tradition.”

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EVENT CALENDAR

San Francisco LGBT Pride Celebration and Parade
Generations of Strength | June 23-24, 2018

Celebration/Rally

Civic Center Plaza Park
Saturday, June 23, 12:00 N to 6:00 PM
Sunday, June 24, 11:00 AM to 6:00 PM

Parade/March

Along Market Street, from Beale to 8th Street
Sunday, June 24, beginning at 10:30 AM



About the San Francisco Pride Celebration Committee

The San Francisco Pride Celebration Committee is a 501(c)3 non-profit organization founded to produce the SF Pride Celebration and Parade. The mission of the organization is to educate the world on LGBTQ issues, as well as commemorate the heritage, celebrate the culture, and liberate the people of all LGBTQ communities. A world leader in the Pride movement, SF Pride is also a grant-giving organization through its Community Partners Program. Since 1997, SF Pride has granted over \$2.5 million dollars in proceeds to local nonprofit LGBTQIA organizations and organizations working on issues related to HIV/AIDS, cancer, homelessness, housing rights, and animal welfare.

For More Information or to Become a Member

Visit sfpride.org | Email media@sfpride.org | Telephone (415) 864-0831

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