



Celebration Central

Pride Toronto announces this year's Central Stage line-up

For Immediate Release

June 27, 2011 (Toronto, ON) – Pride Toronto announces the addition of Central Stage to the Pride 2011 entertainment schedule.

“Central Stage is a crowd favourite that features a full line-up of DJs rocking dance, house, techno and hip hop music all weekend,” said Pride Toronto’s Arts & Culture Manager, TK.

Sponsored by Ontario Lottery and Gaming (OLG), Central Stage is located on Church St. just south of Mailand St. Pride Toronto has partnered with Prism Toronto to kick off the Central Stage celebrations on Friday, July 1 at 7 p.m with ‘Proud to be Canadian’, a sonic showcase of some of Toronto’s top talent as well as Sweden's, Micke Hi.

Central Stage opens at 1 p.m. on both Saturday, July 2 and Sunday, July 3. On Saturday at 7 p.m., the stage will feature the turntable talents of Cajjmere Wray (CCW). CCW's official remix of Jennifer Lopez’s summer club anthem ‘On the Floor’ is available on the ‘On The Floor’ Remix EP on iTunes. Other DJs spinning on Central Stage include dj Cat, Lori J Ward, Cory Activate, Lucie Tic, Lady Bass, Hector Fonseca, César Murillo and many more.

This year, Toronto DJ extraordinaire Chris Steinbach will make his first appearance on a Pride Toronto stage. Over the past 20 years, Chris has become one of the most prominent DJs in Toronto's LGBTTIQQ2S scene. Chris will close the Central Stage festivities when he takes to the stage on Sunday, July 3 at 10 p.m.

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About Pride Toronto

Pride Toronto is the not-for-profit organization that hosts Pride Week, an annual event in downtown Toronto during the last week of June. Pride Week is one of the premiere arts and cultural festivals in Canada. It is also one of the largest Pride celebrations in the world with an estimated attendance of over 1.2 million people. It celebrates the history, courage, diversity and future of Toronto's LGBTTIQQ2SA* communities.

* Lesbian, Gay, Bisexual, Transsexual, Transgender, Intersex, Queer/Questioning, 2 Spirited, Allies

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