

P R I D E T O R O N T O FACTS

Really useful information about Pride Week

Edition 2 – April 2003

Frequently asked questions about Pride Toronto (the organization) & Pride Week (the event)

What is this event called?

Pride Week 2003

When is Pride Week 2003?

June 23 - 29, 2003

How many years have we been running Pride Week?

23

Is there a theme this year?

Yes, the theme is, Pride 3D:
Diverse • Defiant • Divine

Who Submitted it?

Chris MacKechnie, Toronto.

Is there an official Pride Week logo this year?

Yes, and here it is.



Who designed it?

Joel Rotstein + Associates Inc.,
created and donated this logo.

Does Pride Toronto have a web site?

Yes, www.pridetoronto.com

What is the expected attendance?

Pride Toronto does not do a crowd count, but media estimates from 2002 were about 1 million. We're not sure, but we expect even more this year as we continue to grow.

How much money does Pride Week generate for the local economy?

Based on the 2002 survey by Festival Research Consultants, Pride Week adds about \$74 million to the local economy.

How does Pride Toronto fund such a huge event?

We are fortunate to receive support from many kind corporate sponsors, the City of Toronto, the Ontario Trillium Foundation, the Government of Canada, and members of our community.

What does Pride Toronto do with all the profit it makes?

Pride Toronto is a not-for-profit organization. While we have been fortunate to have a small surplus the last few years, we

keep that in the bank for a rainy day, and by that, we literally mean a rainy day.

When is the Dyke March?

Saturday, June 28, 2:00 pm
The staging area is on Church Street south of Charles Street.

What is the Dyke March route?

The March starts at Church and Charles Streets, heads north to Bloor Street, west to Yonge Street, south to Alexander Street and east to Church Street.

When is the Pride Parade?

Sunday, June 29, 2:00 pm
The staging area is at Church and Bloor Streets.

What is the Pride Parade route?

The Parade starts at Church and Bloor Streets, heads west on Bloor Street to Yonge Street, south to Dundas Street and east to Church Street.

Who is the Pride Parade Grand Marshal?

John Fisher, EGALE Canada.

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www.pridetoronto.com
Pride 3D: Diverse • Defiant • Divine
JUNE 23-29, 2003

OUR MISSION: Pride Toronto exists to host and coordinate Pride Week, an annual mosaic of cultural events in Toronto that celebrates, empowers and supports the diverse and delightful community of lesbian, gay, bisexual, transsexual, transgender, intersex and queer people.

We are a not-for-profit, volunteer organization committed to creating a racy, provocative and outrageous event.

Frequently Asked Questions

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Who is the Pride Parade Honoured Group?

T.E.A.C.H.

Teens Educating and Confronting Homophobia

What does it cost to attend Pride Toronto festivities.

Most Pride Toronto events are free, with the exception of specific fundraising events.

What, when and where is the Community Fair?

About 120 community groups will showcase their activities on Wellesley Street between Church Street and Yonge Street. Sunday, June 29, 2003, between 11:00 am and 6:00 pm.

What, when and where is the Marketplace?

About 100 vendors will be selling their wares in the parking lot on

Wellesley Street just east of Yonge Street. Sunday, June 29, 2003, between 11:00 am and 6:00 pm.

Does Pride Toronto need volunteer help?

You're kidding right?

Pride Week is a volunteer run event. Pride Toronto needs 700 volunteers to make this event happen.

Volunteers can sign up on line at: www.pridetoronto.com

Is there any entertainment on the weekend of Pride Week?

Tons!

The Entertainment Committee of Pride Toronto schedules 5 stages with about 150 acts on Friday, June 27th, Saturday, June 28th and Sunday, June 29th.

Is there anything else going on?

More than you can possibly attend! To name a few:

◆ **junior pride:**

A family-friendly space featuring arts and craft, drag racing and storytelling.

◆ **Fruit Loopz@Pride:**

A multi-disciplinary arts festival with music, art, performance, comedy, video, dance and the hottest young DJs – all under 25.

◆ **Blockorama:**

Blackness Yes! brings a celebration of Black Pride affirming the Black lesbian, gay and bisexual communities. Percussionists, DJs and drag.

◆ **The Free Zone:**

An alcohol-free, substance-free oasis in the middle of the storm: jazz, new age, and easy listening in a tree-lined park within the village.

◆ **Alternaqueer:**

Buddies In Bad Times Theatre and Pride Toronto queer it up with this punk, heavy metal, hardcore, alternative haven. ◆



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Our Vision

Pride Toronto is a strong, volunteer-driven, not-for-profit organization of committed and valued volunteers led by an active board. We embrace LGBTTIQ people of all races, cultures, ages, sizes, abilities, sexes, genders, orientations, relationships, economic groups and affiliations.

Pride Toronto hosts Pride Week – an annual, participatory, week-long, cultural festival and parade of national significance that is the pre-eminent venue for the cultural expression of Toronto's LGBTTIQ community. The event serves as a host for smaller organizations and marginalized communities, providing them the opportunity for a strong and visible public presence to each other and the world.

Pride Toronto fosters community partnerships through active outreach. Pride Toronto honours our past and grows wisely by being innovative, forward-thinking and fun. We are a sustainable organization that is fiscally responsible and has sufficient infrastructure and human resources to achieve our vision.

Our Values

Pride Toronto is committed to:

- ◆ Having community focus
- ◆ Accountability to Toronto's LGBTTIQ communities
- ◆ A welcoming and approachable environment
- ◆ Maintaining a volunteer-driven organization
- ◆ Engaging and respecting the diversity of Toronto's LGBTTIQ communities
- ◆ Fostering creativity and innovation
- ◆ A racy, provocative and outrageous event
- ◆ Fiscal responsibility

The Official Pride Dictionary

TORONTO

Good Words

Pride Toronto

The correct, official, legal name of our organization. This is who we are.

Pride Week

The event we create.

The weekend of Pride Week is the busiest part of Pride Week, which includes the Saturday of Pride Week and the Sunday of Pride Week.

Official Pride Guide

Always use “Official” on first reference to our flagship publication to distinguish it from all other guides.

Pride Parade

Those two words are the current correct name for the big parade on the Sunday of Pride Week. No more Lesbian and Gay Pride Parade.

Dyke March

The correct name of the march, for women who love women, on the Saturday of Pride Week.

Bad Words

These are phrases that are incorrect in writing (and should be avoided in speech).

~~Pride Weekend, Pride Festival, Pride Fair~~

Use “the weekend of Pride Week” or

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describe the specific location, “Church and Wellesley streets”.

~~Lesbian, Gay, Bisexual, Transsexual, Transgender Pride Toronto~~

While this is the full name under which we are incorporated, it only needs to appear in our bylaws. “Pride Toronto” is equally valid and preferred for any contract, legal document or application.

Pride Office

This is informal, internal jargon; use “Pride Toronto’s office” instead.

LGB, LGBT, LGBTT

Use the full acronym, LGBTTIQ (lesbian, gay, bisexual, transsexual, transgender, intersex and queer) for the groups we include.

Pride

Too vague – is this Pride Toronto, Pride Week or a warm fuzzy feeling?

Foul Language

Never let these words flow from your pen or your lips.

~~Pride Day, Gay Pride Day, Gay and Lesbian Pride Day, Pride Sunday, Gay Pride Parade, Gay and Lesbian Pride Parade~~

We always take credit for a full week of events, and we never forget about the important events that happen on the other days of Pride Week. And we never use language that excludes many of our participants.

~~Pride Committee, Pride Toronto Committee~~

We used to be the Pride Committee, but now we’ve grown up to be Pride Toronto. We’re much more than a single committee – we’re many committees, a board of directors, employees, individuals working on projects, and hundreds of volunteers. A committee structure turns off many valuable people who would

otherwise join Pride Toronto. “Pride Committee” is vague – does it refer to the General Committee, the coordinators, the Board of Directors, or the subcommittees and their volunteers?

Toronto Pride

This isn’t our organization or our event. You might remember “Pride Toronto” this way: “Pride” comes first because it’s the most important word, followed by “Toronto” which just happens to be our location.

~~Dyke Day, Gay Pride, translesbigay~~

Only acceptable if you regularly use hybrid words like “zebradonk” and “spork”.

Spelling list

Pride Toronto

Never “PRIDE Toronto”.

co-chair

[but Kyle Knoeck, *Pride Toronto Co-chair*]

Note the hyphen, and the capitalization when it’s part of a title.

coordinator

[but Joel Rotstein, *Media Coordinator*]

Note the capitalization when it’s part of a title.

Blockorama

Dykeversity

Fruit Loopz

Freezone

Junior Pride

PFLAG

Blackness Yes!

Toonie Drive

Dyke March