



NEWS RELEASE

For immediate release

Toronto's Pride Week repeats Best Festival in Canada title

TORONTO, March 29, 2006 — For the second year in a row, Toronto's Pride Week has been named Best Festival in Canada by the Canadian Event Industry Star Awards (CEIA). CEIA is a national award program recognizing outstanding achievements in Canadian special events, meeting management, conference planning and exhibition management.

"Being nominated from among the high-calibre festivals across Canada is an honour in itself. Winning the title again speaks to the continuing strength of Pride Toronto's volunteers, staff, partners and sponsors," said Pride Co-chair Natasha Garda. "With Pride Week 2006, we're setting the stage for a hat trick and we're looking forward to welcoming the world to Toronto from June 19th to the 25th." A national advisory board, made up of event industry members from across Canada, gave Pride Week Toronto 2005 the top honour in the Best Festival category. Now in its ninth year, the CEIA gala was held on March 24 in Toronto. Other nominees included the 2005 Winter City Festival (Toronto) and the 2005 Taiwanese Cultural Festival (Vancouver).

The award-winning Pride Week is also designated one of eight official "Signature Events" by the City of Toronto and one of the "Top 50 Festivals in Ontario" by Festivals & Events Ontario.

"The theme of this year's Pride Week is 'Fearless' and we're inviting everyone from everywhere to help us make Toronto a city where people, no matter how different they are from others, can live freely and without fear," said Garda. "Come on out, be bold, be true and take pride in being part of Canada's best festival!"

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About Pride Toronto

Pride Toronto (www.pridetoronto.com) is the not-for-profit organization that hosts Pride Week, an annual festival held during the last week of June in downtown Toronto. Pride Week is Canada's largest celebration of lesbian, gay, bisexual, transsexual, transgender, intersex, queer/questioning and two-spirited people, and is one of the leading cultural events of its kind in the world.

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