



**NEWS RELEASE**

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## **Carole Pope and Rough Trade to headline Toronto's 25<sup>th</sup> annual Pride Week**

**TORONTO, May 11, 2005** — Pride Toronto announced today that Carole Pope and Rough Trade will be among the entertainment headliners as Pride Week celebrates its milestone 25<sup>th</sup> anniversary.

“Having a groundbreaking group of multidisciplinary artists like Carole Pope and Rough Trade as one of our main acts is an absolute thrill,” said Natasha Garda, Pride Toronto Co-chair. “Their music is provocative, cutting-edge and racy — the very qualities we look to embody in the Pride Week festival — and I can’t think of a better artistic match.”

As lead singer, Carole Pope co-founded Rough Trade with songwriting partner Kevan Staples. Known for pushing musical boundaries and using experimental theatre and film to explore various themes on sexuality, Rough Trade pioneered new wave music in Canada, earning three Juno Awards, a Genie Award, and four Gold and two Platinum records along the way.

Now based in Los Angeles, Pope is releasing two new solo albums this year: *Transcend*, on Le Petite Mort Records, and *Transcend — The Remix Album*, on Play Records.

Carole Pope and Rough Trade will perform on Saturday, June 25 at 8:00 p.m. on the Labatt South Stage, located at Church and Wood streets, behind the Maple Leaf Gardens.

### **About Pride Toronto**

Pride Toronto ([www.pridetoronto.com](http://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 and queer people, and is one of the leading cultural events of its kind in the world.

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