



PRESS RELEASE: PRIDE TORONTO VIRTUAL PRIDE PROGRAMMING

FOR IMMEDIATE RELEASE - May 8, 2020

OVER 100 LGBT2Q+ ARTISTS, 14 PARTY COLLECTIVES, SIX SPECIAL EVENTS, 40+ COMMUNITY PROGRAMS

Last week, Pride Toronto announced that we would be going digital for 2020 and continuing our June Pride celebrations in a new, creative, and unique way that ensures the safety of residents and proper physical distancing. Thanks to Presenting Sponsor TD, Virtual Pride is a celebration of our local queer and trans trailblazers. We are featuring a lineup of DJs, performers, drag artists, singers, and dancers and shining a concentrated spotlight on women in music and BIPOC artists. Toronto is overflowing with queer and trans talent and we are very excited about working so closely with our community.

ONLINE TRANS MARCH, DYKE MARCH, AND PRIDE PARADE

Celebrating Pride has always been a protest of resilience and that will not change in 2020. The queer and trans community will continue to trail-blaze and connect our community with innovative and exciting ideas. COVID-19 won't stop us from continuing to create space for everyone to express who they truly are.

Trans March - June 26 // Toronto's Trans Rally and March are officially one of the largest, most exciting Pride events in the world, centred around trans and non-binary folks. This year's theme "Kinder and Stronger Together" centres around the need for support as well as the resilience of Toronto's vibrant trans community.

Dyke March - June 27 // The Dyke March is a dyke and lesbian centred space that honours Toronto's dyke community. This year, Pride Toronto's annual Dyke Rally is also going virtual, with a theme of "We're Still Here" to celebrate the history and strength of Toronto's dynamic Dyke community.

Pride Parade- June 28, 2PM // The Virtual Pride Parade will stay true to our political roots, honouring our courageous past while celebrating how far we have come. A presentation of community highlights will be followed by a virtual parade dance party. Be sure to tune in because you never know who might pop by for a surprise performance.

SPECIAL EVENTS

Flag Raising - June 1 // PRESENTED BY OLG / Pride Month will begin with Mayor John Tory proclaiming June as Pride Month and the virtual raising of the Trans and Rainbow Flags. Followed by a Pride celebration with OLG.

FEEYASS! With Club Quarantine - June 1 // PRESENTED BY BUD LIGHT / Hosted by the House of Monore, in collaboration with local party trailblazers Club Quarantine, the original queer & trans online club - Put on your FEEYASSS outfit and login for our online gala and Virtual Pride Launch Party.

Digital Drag Bingo - June 11 // PRESENTED BY MANULIFE / Join us for a digital bingo night hosted by the fabulous Divin Darlin.

Hamilton Pride - June 13 // Featuring Steel Town's finest Drag talent within the weekly Drag Hour Showcase

The Link Up - June 18 // PRESENTED BY OLG / Toronto's very own A-List DJs Soulsis & Razaqeltoro.Onkoya will be spinning Afro beats, Soca, Dancehall, and more to link up in your coolest summer quarantined inspired outfit. Dance collective "C- Flava" will be in the virtual building performing and keeping our energy FLAVAFUL!

Sunday Tea Party with Charlotte Day Wilson- June 21 // PRESENTED BY OLG / Join us for an afternoon dance party with Toronto recording artist Charlotte Day Wilson & friends

Creating the Rainbow - June 25 // Hear from a wide range of queer artists in Toronto or connected to Toronto discussing their art during COVID-19 and their vision of the future. Followed by a moderated Q&A, this program is organized by The Power Plant Contemporary Art Gallery.

PRIDE MONTH - WEEKLY COMMUNITY PROGRAMMING EVENTS

Pride Toronto will be hosting weekly virtual segments on various online platforms. This programming is less about a party and more about community engagement and light at-home entertainment.

Information on how to access this programming will be provided on our website.

MONDAYS

Human Rights Series // PRESENTED IN PART BY DELOITTE / Online panels focusing on Queer and Trans issues including, We're Here: 2SLGBTQ+ Youth Across Ontario Assert Needs and Experiences, hosted by the LGBT Youth Line; Advancing Wellbeing: Transforming our Social Lifestyles, moderated by Lucah Rosenberg-Lee; and Global Queer & Trans Activism During COVID19: A Panel Discussion, presented by Dignity Network Canada, Pride Toronto and CUPE National

LGBT2Q+ Trivia // PRESENTED BY MANULIFE / Hosted by The Arquivos, In partnership with ACT - Join us for weekly themed trivia, covering everything from pop culture to Toronto Queer and Trans history.

TUESDAYS

Artist How To Workshops // PRESENTED BY BUD LIGHT / Beginner workshops on various art forms hosted by local queer artists, including; Visual Art Basics, Drag Makeup 101 ; Intersessions - a DJ workshop aimed at spotlighting the gender disparity in electronic music; and an intro to Vogue Dance class taught by Snoopy.

Movers and Shakers // PRESENTED BY BUD LIGHT / Meet the collectives behind the hottest queer events in Toronto, and learn how they do it! Host to be announced; featured collectives include RUDE collective, YOHOMO, Strapped, and Rangeela.

WEDNESDAYS

Queer Shopping Channel // PRESENTED BY SALESFORCE / An unboxing of various items available in our online vendor market [Coming soon!], hosted by Max Claude and Mango Sassi.

Train with an Olympian // In partnership with the Canadian Olympic Committee, an at-home Q&A and workout with a queer Canadian Olympic athlete.

THURSDAYS

Sex Talk; Calls in Quarantine // PRESENTED BY TROJAN / Q&A with local queer sex therapist discussing how to maintain a safe, healthy, and exciting sex life throughout the COVID-19 quarantine.

FRIDAYS

Family Pride Fridays // PRESENTED BY MAPLE LEAF FOODS / Family-friendly programming including Zackey Lime's Puppet Time; Storytime; and a Crafting session hosted by CANVAS.

ASL Programming // PRESENTED BY TD / Segments of ASL programming highlighting different art forms.

Training with Tenniel // Hosted by Tenniel Rock of the Centre of Anti-Oppressive Communication; Four Online trainings ranging from LGBT2Q+ 101 to Anti-Oppressive Communication.

Feature Fridays // Screenings of Queer and Trans movies, documentaries, and more. Pride Toronto and TIFF will have some exciting film programming to announce in the coming weeks and on June 19th we're excited to present the Canadian premiere and panel party of the new original series QUEENS from CBC Gem

SUNDAYS

The Morning After; Strapped Brunch Takeover // Hosted by Strapped, a local artist collective prioritizing women and non-binary POC artists and performers. Log in for a dose of vitamin Strapped to cure your Sunday hangover.

STAY HOME SATURDAYS

With so much talent, and limited bandwidth; our line up of virtual programming set to live stream off our mainstreaming channel and embedded onto our website. This programming serves as a true representation of what events you would have seen throughout Pride month and on the physical festival footprint.

WEEK ONE - JUNE 6	WEEK TWO - JUNE 13	WEEK THREE - JUNE 20
<p>Fay & Fluffy Drag Story Time // PRESENTED BY MAPLE LEAF FOODS / Fay & Fluffy's special events focus on books, songs and include lots of laughs to show that Reading is FUN-damental! Everyone is welcome!</p> <p>Bi or Bye Collective // PRESENTED BY TD / Bi or bye, is an LGBTQ2+ party collective that prides itself on diversifying nightlife.</p> <p>Drag Hour // PRESENTED BY TD / A weekly showcase of Toronto's Drag Community.</p> <p>RUDE Collective // RUDE Collective partners with Toronto queer collective and label Raven's Vision, who have made waves IRL and URL with performance-based raves and member involvement with Club Quarantine.</p>	<p>ASL Programming // PRESENTED BY TD / A weekly segment of ASL programming highlighting different art forms. June 13th: Storybook time for deaf and hard of hearing families.</p> <p>Steers & Queers // PRESENTED BY TROJAN / An inclusive party for Dolly-worshipping, country lovin' queers.</p> <p>Yalla Barra - Middle Eastern Nights // The biggest middle eastern LGBTQ2+ inclusive party in Canada.</p> <p>Drag Hour // PRESENTED BY TD / A weekly showcase of Toronto's Drag Community.</p> <p>New Ho Queen // PRESENTED BY GOOGLE / A Toronto-based art collective aiming to celebrate and uplift queer Asians and queer people of colour.</p>	<p>Sober Space// A refreshing virtual oasis for the sober community.</p> <p>F*ck Sh*t Up// Toronto's all trans, non-binary, gender nonconforming, and two-spirit cabaret.</p> <p>Drag King Hour// PRESENTED BY TD / Hosted by East King productions and Zackey Lime.</p> <p>Raven's Vlsion// The Toronto collective takes over the streamwave with an hour of local, queer ravey beats and vibes.</p> <p>Strapped // An artist collective focused on women and nonbinary POC.</p> <p>Club Comfort Zone// Three-hours of music from some of the city's most legendary Comfort Zone after-hours parties.</p>

VIRTUAL PRIDE FESTIVAL WEEKEND

A line up of virtual programming set to stream off our main channels and embedded onto our website. The Virtual Pride Festival Weekend programming serves as a representation of what would have taken place on the physical footprint Pride Festival Weekend.

FRIDAY JUNE 26	SATURDAY JUNE 27	SUNDAY JUNE 28
<p>Youth Programming - Cabaret // PRESENTED BY MAPLE LEAF FOODS / This programming features a festival of queer excellence and creative expression in various artistic art forms: Poetry, Music, Performance Art, Burlesque, Drag and more.</p> <p>Alternaqueer // Alterna-Queer presents an episodic fever dream of drag and live acts</p> <p>Yes Yes Y'all // PRESENTED BY BUD LIGHT / Canada's Baddest Queer Bashment with a heavy emphasis on hip-hop, R&B, dancehall and SOCA. YYY connects communities within the city through music and dance.</p>	<p>ASL Programming // PRESENTED BY TD / A segment of ASL programming highlighting different art forms.</p> <p>Catalyst // Indigenous and Two-Spirit programming.</p> <p>Drag Ball // PRESENTED BY CRAVE / A showcase of Canadian drag artists with the BIGGEST drag surprise to be announced in the coming weeks!</p> <p>Lavender // PRESENTED BY OLG / Lavender is a two-year-old staple in Toronto for LGBTQ2+ women, trans, and nonbinary folks!</p>	<p>BQC - Black Queer Collective // A showcase of black queer and trans youth.</p> <p>LatinX // PRESENTED BY BUD LIGHT / A virtual party featuring Toronto's favourite Queer Latin-American performers and DJs</p> <p>Blockorama - Curated by Blackness Yes!// PRESENTED BY BUD LIGHT / The largest and longest-running stage at Pride Toronto. Blockorama has a vibrant history that spotlights and features local black performers. Join your favourite blocko DJ's, drag, ballroom and musical performers for a must-see Blockorama to close out this years' festival and Virtual Pride.</p>

“It was very important to the curation team to maintain as much of the annual programming as possible while also exploring new opportunities only available through digital platforms. The incredible programming lineup is a true testament to the creativity and dedication of those involved. We’re not finished yet! The lineup keeps growing and of course, we have some surprises up our glitter-covered sleeves.” - Amber Moyle, Director of Sponsors & Strategy

2020 SPONSORS

Pride Toronto is made possible with the support of our many committed stakeholders. We are excited to announce a total of 33 sponsors who have partnered with us to make this year’s virtual festival possible. Pride Toronto is welcoming back 29 returning sponsors as well as four new sponsors to our confirmed list of major partners.

“It’s hard to put into words how grateful we are to everyone who has worked tirelessly over the last few weeks to make the virtual festival a reality. Thank you to all of our generous sponsors who have, and will continue to support us through this transition. Despite many gaps in data, we know that LGBT2Q+ people continue to face significant discrimination in all areas of life. From barriers to accessing necessary services to facing higher rates of homelessness, poverty, and social isolation, we know our community needs support now more than ever.” - Pride Toronto Board

VIRTUAL PRIDE 2020 DONOR CHART



Thank you to all of our entertainers, curators, sponsors, volunteers, business partners, community leaders, event, and festival participants who make Pride Toronto possible. We look forward to celebrating with you throughout June. Happy Pride!

ABOUT PRIDE TORONTO

Pride Toronto is a not-for-profit organization with a mission to bring people together to celebrate the history, courage, and diversity of the LGBT2Q+ community. Uniting and empowering people with diverse sexual orientations, gender identities, and gender expressions, the annual Pride Toronto Festival has become a major Canadian Arts and Cultural Event and the largest Pride celebration in North America. Pride showcases Toronto on the world stage with diversity, inclusion and vibrant creativity.

Please visit www.pridetoronto.com and follow [@PrideToronto](#) on Facebook, Twitter, and Instagram.

Please visit www.pridetoronto.com/virtualpride for updates and more information.

For media inquiries please contact communications@pridetoronto.com

Stay proud and stay safe, Toronto.

ABOUT TD GLOBAL CORPORATE CITIZENSHIP

TD has a long-standing commitment to enriching the lives of its customers, colleagues and communities. As part of its corporate citizenship platform, the TD Ready Commitment, the bank is targeting CDN \$1 billion (US \$775 million) in total by 2030 towards community giving in four areas critical to opening doors for a more inclusive and sustainable tomorrow – Financial Security, Vibrant Planet, Connected Communities and Better Health. Through the TD Ready Commitment, the bank aspires to link its business, philanthropy and human capital to help people feel more confident - not just about their finances, but also in their ability to achieve their personal goals in a changing world. For further information, visit www.td.com/tdreadycommitment.

For more information on COVID-19, available community resources, online activities, and updates please visit pridetoronto.com/covid19resources

For information, actions you can take, and staying informed on COVID-19 please use the following resources:

[Government of Canada](#)

[Public Health Ontario](#)

[Toronto Public Health](#)

[World Health Organization](#)