



PRESS RELEASE: PRIDE TORONTO TO HOST VIRTUAL PRIDE MONTH AND ONLINE PRIDE PARADE ON JUNE 28, 2020

May 1, 2020

In alignment with the City of Toronto's statement, Pride Toronto announced it will no longer host the Pride 2020 Festival Weekend in June. Our team has been adapting and creating new platforms for our community to shine on. We are excited to announce that Pride Toronto will continue with June Pride celebrations in a new, creative, and unique way that ensures the safety of residents and proper physical distancing.

VIRTUAL PRIDE

On June 1, 2020, the City of Toronto will proclaim June as Pride Month and raise the Rainbow and Transgender Pride Flag. Although we cannot gather in person, please join Pride Toronto online to celebrate this yearly event which brings us together to honour the history, courage, and diversity of Toronto's LGBTQ2+ communities with a special message from Mayor John Tory. To spread pride throughout your neighbourhood, fly a flag from your balcony, raise a flag in your window or hang one in your doorway!

As for the rest of our month-long celebrations, we're going digital! We have put together a month of innovative online programming throughout June that showcases the best of what's happening in our city. 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; shining a concentrated spotlight on women in music and BIPOC artists. Toronto is overflowing with queer and trans talent and we are very excited to have been working so closely with our community.

Thanks to Presenting Sponsor TD, we are loading up Virtual Pride with our most innovative Pride Festival to date! *"Through the TD Ready Commitment, we are proud to return as Presenting Sponsor of Pride Toronto, especially now. Its work has always been integral to creating meaningful collective experiences for LGBTQ2+ communities, and those experiences have a renewed importance during this difficult time."* Naki Osutei, Associate Vice President, Social Impact (Canada), Global Corporate Citizenship, TD Bank Group

On June 1st, in collaboration with local virtual party trailblazers Club Quarantine; the original queer & trans online party - you're invited to log into our online gala **FEEYASS! Presented by Bud Light**. This event will take you back to warehouse parties and old-school glam with FEEYASS drag queens and



avant-garde spectators, anything goes! House anthems and ballroom beats from Montreal native and Toronto's own DJ Sandy Duperval, and THE Ballroom icon- DJ Vjuan Allure. Dress to impress and sign in for a special performance from the legendary Ballroom diva Kevin Aviance, hosted by the first Canadian Ballroom house; The House of Monroe.

Throughout June we will continue to show our Pride with an online portal to showcase the best of what's happening in our city. We'll be highlighting local collectives, artists, makers, and performers who work so hard all year round and some of whom have been part of Pride Toronto for 20+ years. Our virtual festival will be our best representation of what you would have experienced on our physical footprint, with a heavy focus on implementing visual arts and community-focused programming.

Stay tuned for our complete Virtual Pride Festival Line Up and updates.

ONLINE PRIDE PARADE - JUNE 28, 2020 // 2PM

Celebrating Pride has always been a protest of resilience and that shouldn't change. 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.

The Virtual Pride Parade will stay true to our political roots and reflect our community. We will honour our courageous past, celebrating how far we have come and will remain vigilant to the ongoing needs of our community. We will help bring issues to light, challenge convention, support our community, and promote safety.

For updates and more information, please go to www.pridetoronto.com/virtualpride

STAFF STATEMENTS

"Our communities continue to be among the most vulnerable in Canada. During this time of uncertainty amid a global pandemic, supporting LGBTQ+ communities continues to be more important than ever. Pride Toronto programs more than 170+ LGBTQ+ artists annually at our Festival Weekend, these artists are our first priority. We are grateful to our partners who continued their support to make the digital festival possible. We will continue to work hard to find additional ways of supporting our communities during this difficult time".

- Amber Moyle, Director of Sponsorships & Strategy

"Pride Toronto has moved quickly to ensure that our community can celebrate innovatively and safely in 2020. It has been hard work to make a digital festival a reality, but thanks to our incredible staff team, dedicated volunteers, creative curators, and generous sponsors; we are ready and proud of what we have to offer. We hope the LGBTQ+ community and our allies will be too."

- Alyssa Mohabir and Shakir Rahim, Board Co-Chairs of Pride Toronto



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](https://www.facebook.com/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](http://www.government.ca)

[Public Health Ontario](http://www.health.gov.on.ca)

[Toronto Public Health](http://www.toronto.ca/public-health)

[World Health Organization](http://www.who.int)