



# UTAH PRIDE

## PRESS RELEASE - PRIDE WEEK 2024

## UTAH PRIDE CENTER ON COMMUNITY

**The Utah Pride Center to host the largest Festival and Parade in Utah with the goal of building UNITY within the community.**

**[Salt Lake City, UT – May 1, 2024]** — PRIDE is back and more inclusive than ever. Join us as we bring the community together for the Utah Pride Festival and Parade on June 1-2. The festival will include accessible ticket pricing, inclusive activities, local entertainment, and a safe space to celebrate who we are.

The theme for the 2024 Pride Festival is CommUNITY - Building Unity Within The Community, which will involve something that's never been done before: bringing all Pride organizations in the state to the festival grounds under one rainbow.

“As an organization with a mission to Unite, Empower and Celebrate our LGBGTQ+ Community, one of the best ways we can do that is by uniting our local pride celebrations,” said Chad Call, Executive Director of the Utah Pride Center. “We have to rebuild trust, and we can do that by listening to our community and including them in shaping the future of Pride.”

Inside the Utah Pride Festival located in Washington Square in downtown Salt Lake City, local Pride organizations from around the state are invited to have a table in Rainbow Alley, a centralized location to make introductions, collaborate, network, recruit, and share their stories with the tens of thousands of festival attendees.

“Our goal is to bring everyone to the table to share their ideas, to better understand their needs, and most importantly, to learn how the Utah Pride Center can support their local efforts to spread Pride through all of Utah,” said Call.

**The 2024 Utah Pride Festival** kicks off on Saturday, June 1 with a rally at 10:00 AM on the steps of the Utah State Capitol. Co-hosted with Equality Utah, the two organizations will host a diverse group of speakers. Gatherers will then march down State Street toward Washington Square where the Pride Festival will take place. Festival gates open at 11AM on Saturday and our community will be treated to two full days of exciting vendor booths, tasty food and beverage, and fun activities for the whole family.

This year, entertainment will be provided by an all-star lineup of local Utah talent! Two stages on either side of the festival will showcase singers, dancers, and queer artists from all over the state, and a third stage will house the return of Utah Pride Karaoke! Stay tuned for more announcements concerning our schedule of performers at [utahpride.org](http://utahpride.org).



The annual **Utah Pride Parade** is on Sunday, June 2, starting at 100 South and West Temple and ends at 700 South and 200 East. This free event begins at 10AM, and festival gates open afterwards at 12PM Noon.

ASL interpreters will be at every event with accessible seating and sections where visitors can see the interpreters. ADA ramps will also be installed at all entrances and multiple locations inside festival grounds to ensure accessibility. UPC has also partnered with the Salt Lake City Public Library to provide a calming space for folx who may need it.

This year's Pride festivities is being led by a Volunteer Steering Committee which includes a combination of staff, board, and community members. Additionally, we have dozens of Planning Committee members who are volunteering to bring the big plans to life. Sponsors, volunteer groups, individual volunteers, community organizations, donors and more are coming out again to be part of Utah Pride 2024. More details on the festival and parade can be found below.

## PRIDE INTERFAITH WORSHIP SERVICE

This year's theme is "Queering Faith"  
Thursday, May 30 | 7 PM

The Pride Interfaith Worship Service has kicked off the Pride Festival for more than two decades. It is a time of celebration, reflection, prayer, memorial, music and love as the many faith traditions that are expressly welcoming to and fully inclusive of the LGBTQ+ community come together to "queer faith" in the hope that our arms might open wider still.

This year's service is hosted by Congregation Kol Ami, 2425 Heritage Way, Salt Lake City, UT 84109.

## PRIDE FESTIVAL

"CommUNITY: Building Unity Within The Community"  
Saturday, June 1 | 11AM - 10PM  
Sunday, June 2 | 12PM - 7PM

The Utah Pride Festival is the largest Pride celebration, per capita, in the Western United States, serving over 100,000 Utahns who identify as LGBTQ+, and their friends and family we call "allies." Join the Utah Pride Center the first weekend in June in Salt Lake City as we unite to celebrate our community.

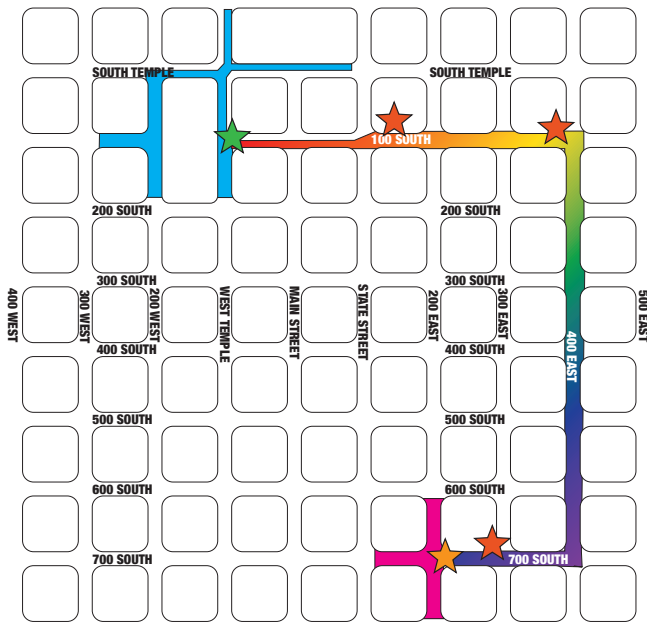
Washington Square Park  
450 S 300 E  
Salt Lake City, UT 84111



# PRIDE PARADE

Sunday, June 2 | 10AM

The Utah Pride Parade returns to the same route as Pride '23. With over 16,000 participants and over 100,000 spectators, the Utah Pride Parade is host to the largest parade in the state!



## 2024 Pride Parade Route

**LEGEND**

- ★ Step Off Line (Start Line)
- ★ Finish Line
- ★ Announcer Stages
- Staging Area (Barricade Closure)
- Disbanding Area (Police Closure)

**June 1st 2024**  
**10:00 AM**

## WHERE TO GET TICKETS

Tickets for the Pride Festival are on sale now. Get an early bird discount now through May 15 when you purchase tickets online.

To buy tickets, visit: [utahpride.org/tix](http://utahpride.org/tix)

## ADMISSION

Early Bird Pricing (now through May 15)  
One Day Child: \$5 • \*One Day Adult: \$15

Regular Pricing (May 16 - June 2)  
One Day Child: \$5 • \*One Day Adult: \$20

\*\$2 discount offered to Seniors and Military

