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FOR IMMEDIATE RELEASE

THE UTAH PRIDE CENTER CELEBRATES A SUCCESSFUL AND VIBRANT 2024 PRIDE WEEKEND

[Salt Lake City, UT – September 13, 2024] - The 2024 Utah Pride festivities made a powerful comeback, setting the stage for a year of success at the Utah Pride Center. “Under Chad’s exceptional leadership, and with his deep expertise of event production, the Utah Pride Festival and Parade were transformative and profitable. His vision for the Festival and Parade, along with his ability to inspire the team, was pivotal in driving the success of both events - therefore positioning the Utah Pride Center for continued success. We are incredibly fortunate to have someone with his background and experience guiding us through this exciting time of growth.” said Jessica Couser, Board Chair of the Utah Pride Center.

The Utah Pride Parade brought together over 18,000 participants in a spirited march that covered two miles and passed by more than 50,000 enthusiastic spectators. The Utah Pride Festival continued the celebration hosting over 30,000 attendees and over 220 vibrant vendor booths. This year’s Utah Pride Festival generated over \$350,000, which will support the essential work of the Utah Pride Center. A dedicated team of over 500 volunteers, including the volunteer Utah Pride Steering Committee, played a pivotal role in the seamless execution of Utah Pride.

“Since the Utah Pride festivities, our small and focused staff has been working tirelessly to revive and expand our programs, and we are proud to announce that we now host weekly programs at the Utah Pride Center for both youth and all ages.” said Chad Call, Executive Director of the Utah Pride Center.

The Utah Pride Center extends its deepest gratitude to everyone involved in making this year’s Utah Pride a celebration to remember.



ABOUT THE UTAH PRIDE CENTER

The Utah Pride Center, based in the heart of Salt Lake City, Utah, is a community center dedicated to uniting, empowering and celebrating Utah's diverse LGBTQIA+ community. The Utah Pride Center is a private 501(c)(3) organization that produces and funds the annual Utah Pride Festival and Parade, as well as year-round programs and events that directly serve the queer community. For more information about the Utah Pride Center, visit www.utahpridecenter.org. For more information on the Utah Pride Festival and Parade, visit www.utahpride.org.

ABOUT CHAD CALL

Chad Call, born and raised in Davis County, Utah, brings a wealth of experience to the Utah Pride Center with a background in education and over a decade of experience in corporate event production. He has successfully produced large-scale activations for high-profile clients like The New York Marathon, Samsung and United Airlines. Chad earned a bachelor's degree in Innovative Design from the University of Utah and a master's in business administration from Southern Utah University. A long-time advocate for the LGBTQ community and champion for community service, Chad has volunteered for local communities, cities, schools, and non-profit organizations for over 20 years. Chad served as the Utah Pride Parade Director for three years before stepping into his current role as the Utah Pride Center's Executive Director.



EVENT REPORT



JUNE 1ST
JUNE 2ND
DOWNTOWN
SALT LAKE

COMMUNITY
Building Unity Within The Community

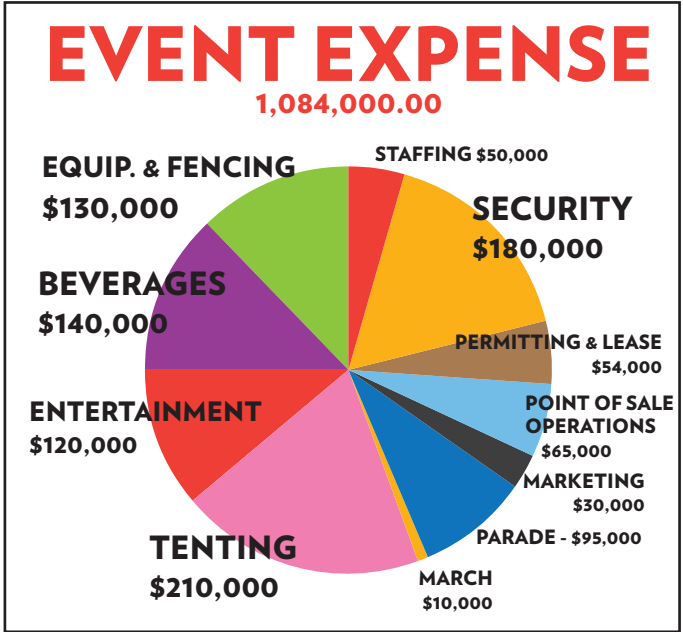
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PARADE

18,000 participants
Over 50,000 spectators
150 entries

FESTIVAL

Over 30,000 attendees
220 vendor booths
Nearly 75 performers



NET PROCEEDS TO BENEFIT THE PROGRAMS OF THE UTAH PRIDE CENTER: \$374,000.00

