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FOR IMMEDIATE RELEASE

UTAH PRIDE RETURNS IN 2026 WITH ‘PRIDE ELEVATED’

Expanding Community Celebration, Youth Programming, and new Collaborative Activations

Salt Lake City, UT - [May 13, 2026] - The 2026 Utah Pride Celebration returns this June with a renewed focus on connection, celebration, and community under this year’s theme: **Pride Elevated**.

Inspired by Utah’s iconic “Life Elevated” identity, *Pride Elevated* invites Utahns and visitors alike to celebrate LGBTQIA+ joy, resilience, and belonging while honoring the vibrant community that has made Utah Pride the state’s largest and longest-running LGBTQIA+ celebration.

More than a festival, Utah Pride continues to serve as a direct reflection of the Utah Pride Center’s mission: **to unite, empower, and celebrate Utah’s diverse LGBTQIA+ community by creating accessible and inclusive spaces, programs, and events**. In 2026, that mission is front and center—with an intentional emphasis on unity through collaboration, expanded programming, and welcoming spaces for every generation of the LGBTQIA+ community.

“This year’s festival is about elevation in every sense,” said Chad Call, Executive Director of Utah Pride and the Utah Pride Center. “We’re elevating community voices, elevating experiences, and elevating opportunities for connection across generations, identities, and organizations.”

NEW FOR 2026

Utah Pride Directors’ Reception – Wednesday, June 3 | 7:00 PM

Making its debut in 2026, Utah Pride introduces the inaugural **Directors’ Reception**—an elevated evening experience bringing together community leaders, VIP guests, and supporters for connection, celebration, and philanthropic investment in the future of LGBTQIA+ programming in Utah.

At \$100 per ticket, the event offers a more accessible take on a traditional gala-style fundraiser, creating a welcoming entry point for supporters who want to celebrate while directly contributing to the mission and long-term sustainability of the Utah Pride Center.





The evening will feature curated hospitality, community connection, and special programming, including the announcement of the **2026 Dr. Kristen Ries Community Service Award recipient**—honoring leadership, advocacy, and impact within Utah’s LGBTQIA+ community.

Utah Pride will also introduce three additional honors recognizing individuals and allies making meaningful contributions to the community:

- **Utah Pride Volunteer of the Year** - recognizing an individual who has demonstrated exceptional dedication, service, and impact through their volunteer contributions to the Utah Pride Center/Utah Pride and the broader LGBTQIA+ community.
- **Community Organization of the Year** - recognizing an organization that has demonstrated outstanding impact, leadership and service in advancing and supporting Utah’s LGBTQIA+ community.
- **Bruce Bastian Legacy Award** - honoring an individual whose lifetime contributions made a lasting and transformative impact on Utah’s LGBTQIA+ community. This award recognizes those whose legacy continues to shape and inspire the community beyond their lifetime.

In its inaugural year, the Bruce Bastian Legacy Award will be posthumously presented to its namesake, honoring Bruce Bastian’s extraordinary legacy of philanthropy, advocacy, and enduring impact on the Utah Pride Center and Utah’s LGBTQIA+ community.

Opening Night Foam Party: Friday, June 5 | 8:00 PM

New for 2026, Utah Pride launches its inaugural **Opening Night Foam Party**, an electrifying 21+ experience created for the adult crowd ready to dance, celebrate, and kick off Pride weekend in unforgettable fashion.

Designed to be Utah Pride’s signature nightlife event and held at Washington Square, the Opening Night Foam Party will transform Friday evening into a high-energy, immersive experience featuring local DJs and an atmosphere built for movement and connection. This event sets the tone for a weekend centered on joy, freedom, and community.

Tickets are \$30 with admission including one complimentary beverage (alcoholic or non-alcoholic).

Come dressed to dance—because the Opening Night Foam Party is bringing the heat, the beats, and the foam!

EXPANDED FESTIVAL ACTIVATIONS & COMMUNITY EXPERIENCES

Beyond its new ticketed experiences, Utah Pride is expanding community engagement opportunities and festival programming in 2026 with intentional activations designed to foster visibility, connection, and more accessible experiences both on and beyond festival grounds.





Paint the Town Rainbow

New for 2026, Utah Pride introduces Paint the Town Rainbow, a statewide visibility initiative inviting businesses, organizations, and community members to show their Pride spirit by decorating storefronts, offices, and community spaces in celebration of Pride month.

Designed to extend the energy of Pride beyond festival weekend, Paint the Town Rainbow encourages communities across Utah to participate in a shared, visible expression of support, inclusion, and celebration—bringing the spirit of Pride into neighborhoods, businesses, and public spaces statewide.

Youth Zone Returns After Two Years

After a two-year hiatus, the Youth Zone officially returns to Utah Pride in 2026, reintroducing a dedicated space for LGBTQIA+ youth, families, and affirming community programming during festival weekend.

The Youth Zone had been paused in recent years due to staffing and resource limitations but returns this year with programming support from Davis County Pride, reflecting Utah Pride's continued commitment to collaboration and creating meaningful opportunities for community partnership.

“We’re proud to partner with Utah Pride to help bring back the Youth Zone and create intentional, affirming space for LGBTQIA+ youth and families during festival weekend,” said Jake Boyle, Board Chair & Executive Director of Davis County Pride. “Being invited into the programming of this space reflects what true community partnership looks like—organizations working together, sharing expertise, and showing up for youth in meaningful ways. When we collaborate like this, we expand what’s possible for our community and ensure more people feel seen, supported, and celebrated.”

By reintroducing this activation, Utah Pride continues investing in accessible spaces where younger attendees can feel welcomed, supported, and celebrated.

Youth Dance Returns to Festival Grounds: Saturday, June 6 | 8:00PM

Following a successful debut in 2025, the **Youth Dance** returns with an exciting new format for 2026. Previously hosted as a standalone Friday night event adjacent to festival grounds, this year’s dance moves directly into the heart of festival weekend with a new Saturday night timeslot inside the Utah Pride Festival.

Hosted within the Youth Zone, the Youth Dance offers LGBTQIA+ teens ages 14-20 a dedicated space to celebrate, connect, and experience Pride in an affirming and age-appropriate environment.

For 2026, admission to the Youth Dance is now included with the purchase of a Festival Youth Ticket, eliminating the need for a separate event ticket and making the experience more accessible for young attendees.





Transgender Day of Remembrance Memorial Installation

In partnership with The Glitter Foundation, Utah Pride will host the Transgender Day of Remembrance Memorial installation during festival weekend. This powerful display offers attendees space for reflection, remembrance, and honoring the lives of transgender individuals lost to anti-trans violence.

“The opportunity to share this installation during Utah Pride helps ensure the stories and lives represented here are honored, remembered, and witnessed by thousands of community members and allies,” said Dallas Rivas, Co-Founder of The Glitter Foundation. “We’re grateful to Utah Pride for inviting us to bring this memorial into such a visible and affirming community space.”

Together, these activations reflect Utah Pride’s broader commitment to creating programming that embraces the full spectrum of LGBTQIA+ experience—from celebration and nightlife to youth engagement, remembrance, and community connection.

UTAH PRIDE’S SIGNATURE WEEKEND TRADITIONS CONTINUE

Alongside its expanded programming and new event offerings, Utah Pride continues its marquee traditions that have made it Utah’s largest and longest-running LGBTQIA+ celebration.

Utah Pride Rally & March: Saturday, June 6 | 10:00AM

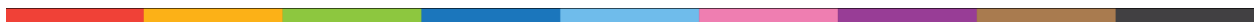
Festival weekend begins Saturday morning at the Utah State Capitol with the **Utah Pride Rally & March**—a longstanding tradition rooted in visibility, advocacy, and collective action. Bringing together community members, advocates, allies, and organizations, the Utah Pride Rally & March serves as a powerful reminder of Pride’s enduring foundation in activism, solidarity, and the ongoing fight for equality. This year’s Rally will feature speakers representing some of Utah’s leading LGBTQIA+ organizations, including the new Executive Director of **Equality Utah**, Essie Gonzen, and the Executive Director of **UAF Legacy Health**, Chris Everett in addition to other community leaders and advocates.

Utah Pride Festival: Saturday, June 6 | 11:00AM & Sunday, June 7 | 12:00PM

The two-day **Utah Pride Festival** once again will transform Washington Square into a vibrant hub of celebration, connection, entertainment, and community resources. Attendees can enjoy live local performers, exhibitors, food vendors, community organizations, family-friendly programming, and experiences designed to engage attendees across all ages and generations.

Utah Pride Parade: Sunday, June 7 | 10:00AM

Closing out Pride weekend, the beloved **Utah Pride Parade** takes over downtown Salt Lake City, bringing thousands of marchers, organizations, local small and large businesses, performers, and supporters together in a joyful and highly visible celebration of LGBTQIA+ pride, progress, and community.





Together, these cornerstone events—paired with new programming, expanded activations, and community partnerships—reflect Utah Pride’s continued evolution as both a celebration and a platform for connection, advocacy, and belonging.

PARTNER-LED CEREMONIES & SERVICES

Utah Pride also recognizes and honors several community-led traditions that continue to be an important part of Pride weekend programming.

Pride Flag Raising Ceremony: Wednesday, June 3 | 6:00 PM

Hosted by the Salt Lake City Mayor’s Office at Washington Square, this long-standing tradition of raising a Pride flag marks the official start of Pride week in Utah. The ceremonial raising of the Sego Belonging flag serves as a public affirmation of visibility, inclusion, and solidarity with the LGBTQIA+ community.

Interfaith Worship Service: Thursday, June 4 | 7:00 PM

The Interfaith Worship Ceremony held at the First Baptist Church brings together affirming faith leaders and spiritual communities for an evening of reflection, unity, and shared support for LGBTQIA+ people. This annual gathering highlights the ongoing role of faith communities in fostering belonging, healing, and inclusion during Pride week.

THANK YOU TO OUR 2026 UTAH PRIDE RUBY LEVEL SPONSORS

Utah Pride extends heartfelt thanks to the sponsors and partners whose support helps elevate this year’s celebration. Through their continued investment, Utah Pride is able to expand programming, strengthen community partnerships, and create spaces where LGBTQIA+ Utahns can gather, celebrate, and belong.



About Utah Pride

Utah Pride, the largest program of the Utah Pride Center, produces the annual Utah Pride Rally, March, Festival, and Parade—Utah’s biggest LGBTQIA+ celebration. These events draw tens of thousands of participants, performers, partners, and allies from across the state and region. They unite, empower, and celebrate Utah’s diverse LGBTQIA+ community by creating accessible and inclusive spaces for connection, visibility, and joy. For more information on Utah Pride, visit www.utahpride.org. For more information about the Utah Pride Center, visit www.utahpridecenter.org.





2026 UTAH PRIDE AT A GLANCE

EVENTS:

FLAG RAISING CEREMONY

- Date: Wednesday, June 3, 2026
- Time: 6:00PM
- Location: Washington Square - 451 State Street, Salt Lake City, UT 84111
- Cost: FREE

UTAH PRIDE DIRECTORS' RECEPTION

- Date: Wednesday, June 3, 2026
- Time: 7:00PM
- Location: Salt Lake Main Library, Rooftop - 210 E. 400 S., Salt Lake City, UT 84111
- Cost: \$100

INTERFAITH WORSHIP SERVICE

- Date: Thursday, June 4, 2026
- Time: 7:00PM
- Location: First Baptist Church - 777 S. 1300 E., Salt Lake City, UT 84102
- Cost: FREE

UTAH PRIDE OPENING NIGHT FOAM PARTY

- Date: Friday, June 5, 2026
- Time: 8:00PM - 1:00AM
- Location: Washington Square - 451 State Street, Salt Lake City, UT 84111
- Ages: 21 and over
- Cost: \$30 (first drink included)

UTAH PRIDE RALLY & MARCH

- Date: Saturday, June 6, 2026
- Time: 10:00AM Rally start time, with March following right after
- Location: Utah State Capitol - 350 N. State Street, Salt Lake City, UT 84114, south steps
- Cost: FREE

UTAH PRIDE YOUTH DANCE

- Date: Saturday, June 6, 2026
- Time: 8:00PM
- Location: Washington Square - 451 State Street, Salt Lake City, UT 84111
- Ages: 14 - 20
- Cost: Youth Festival ticket (\$10)

UTAH PRIDE FESTIVAL (DAY 1 & 2)

- Dates & Times:
 - Saturday, June 6, 2026 | 11:00AM - 11:00PM
 - Sunday, June 7, 2026 | 12:00PM - 7:00PM

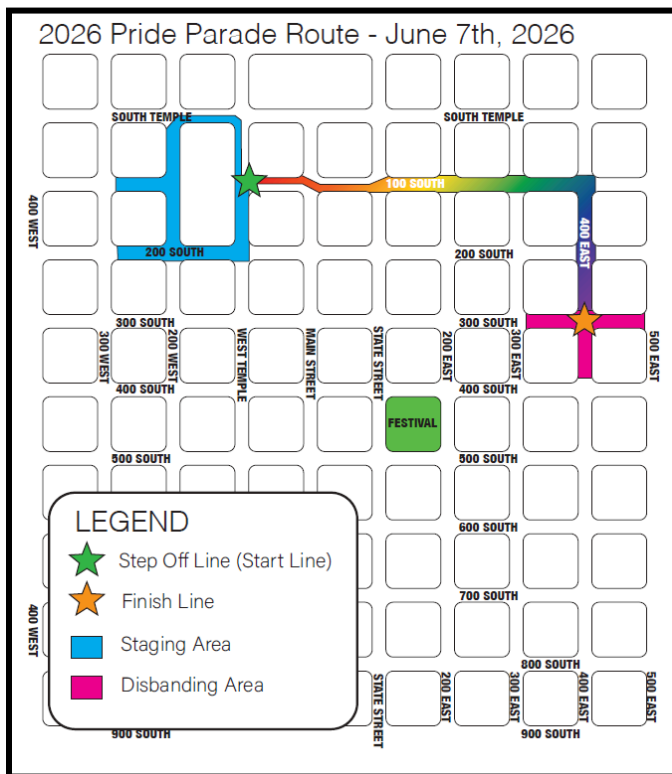


UTAHPRIDE

- Location: Washington Square - 451 State Street, Salt Lake City, UT 84111
- Cost:
 - Adults (ages 18+): \$20
 - Youth (ages 13-17): \$10
 - Child (ages 12 and under): \$5
 - Discounted Seniors & Military/Veterans: \$17
 - Two-Day admission: \$35 (\$5 discount)

UTAH PRIDE PARADE

- Date: Sunday, June 7, 2026
- Time: 10:00AM
- Location:
 - Starts: 100 S. & Temple Square, Salt Lake City, UT
 - Ends: 300 S. & 400 E., Salt Lake City, UT
- Cost: FREE



LINKS:

- [Request Media Credentials](#)
- Website: www.utahpride.org / [Instagram](#) / [Facebook](#)
- [Logos & Styleguide](#)
- More event details: <https://utahpride.org/events>
- Sign Up for Paint the Town Rainbow: <https://utahpride.org/about/news-and-updates/paint-the-town-rainbow>
- Purchase tickets: <https://utahpride.org/tickets>
- Volunteer Opportunities: <https://utahpride.org/volunteer>
- [Entertainment Line \(real time, updates\)](#)





2026 UTAH PRIDE ENTERTAINMENT LINE UP*

Saturday, June 6, 2026

- Marlo Suzzanne & the Galaxy Band
- EJ Michels
- Pur xtc
- Leo Cody
- Pink Prism
- Care
- Jeremy Dion
- PFSMusic
- Ardy
- Lini Ieremia
- T3 Music
- Jesse Blake Rundle
- Grace Wawro
- The Disco Papi

Sunday, June 7, 2026

- Liam Lars
- White Chocolate & Lavender
- Paul McGrew
- Icky Rogers
- DJ Rockstar Aaron
- YEZZZ
- Ryan Call
- The Salt Lick
- Mended Hearts Club
- Awakening Autumn
- Phoenix Samuel

**Artist lineup and performance dates are subject to change*

