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FOR IMMEDIATE RELEASE

200-FOOT TRANSGENDER FLAG TO MAKE ITS DEBUT AT UTAH STATE CAPITOL

Utah Pride Center & The Glitter Foundation to Celebrate and Unify the Community With Upcoming Events for Transgender Day of Visibility.

Salt Lake City, UT — The Utah Pride Center and The Glitter Foundation are proud to announce a series of events on March 29th in honor of Transgender Day of Visibility (TDoV) 2025. The organizations have partnered together to create a rally, march and open mic on the South steps of the Utah State Capitol. As a powerful statement of visibility, a massive 200-foot by 30-foot Transgender flag—the largest and first of its kind in Utah—will proudly be carried through the streets, making for a breathtaking and unmissable moment of solidarity and celebration.

"Recognizing Trans Day of Visibility is about more than just the trans community—it's about affirming equality and human rights for all.", said Dallas Rivas, Co-Founder of the Glitter Foundation. "While trans issues are often in the spotlight, the fight for inclusivity impacts everyone. At Glitter Foundation, we are committed to creating a world where everyone can shine authentically and without fear. Our partnership with the Utah Pride Center for TDoV reflects our shared mission to uplift and support the trans community, ensuring their voices, stories, and experiences are seen and celebrated. Together, we stand for visibility, inclusivity, and the right to live unapologetically."

EVENT SCHEDULE

DATE: Saturday, March 29, 2025

TIME:

- 3:00 PM – Rally on the South steps of the Utah State Capitol
- 4:00 PM – March from the Capitol to Washington Square via State Street
- 4:30 PM – Open Mic Sharing Circle at Washington Square

"This year, Transgender Day of Visibility follows a particularly harmful legislative session in Utah, with several bills targeting our trans community—including the recent passage of HB 77, which bans pride flags on government property. We are thrilled to unfurl what we believe to be





the largest trans flag in the country, celebrating our community and creating a space of empowerment, visibility, and support. We are deeply grateful for our continued partnership with The Glitter Foundation and the opportunity to uplift and honor our community on this momentous occasion.", said Chad Call, Executive Director of the Utah Pride Center.

These events are free and open to the public, welcoming all ages, genders and identities from the transgender and allied communities. Participants are encouraged to wear trans pride colors, bring friends and flags, and join in amplifying the voices of the community.

Established in 2009, TDoV is observed annually on March 31st and was founded by transgender activist Rachel Crandall-Crocker, a licensed psychotherapist and Executive Director of Transgender Michigan as a response to the lack of LGBTQ+ days of recognition, but also over frustration that the only well-known day for the transgender community was Transgender Day of Remembrance.

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 the Glitter Foundation

Founded in 2023, the Glitter Foundation is a Salt Lake City-based LGBTQ+ focused nonprofit dedicated to supporting transgender individuals. Every year the Glitter Foundation hosts a series of events for Transgender Day of Visibility (March) and Transgender Day of Remembrance (November). Through education and community engagement, the foundation strives to create a supportive environment where every individual is respected, valued, and seen. Co-founders Dallas Rivas and Logan Hill bring extensive experience in activism and community engagement, working tirelessly to foster inclusivity and support for all. For more information about the Glitter Foundation, visit www.glitterfoundationutah.org.

