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FOR IMMEDIATE RELEASE

HALLOQUEEN BALL RETURNS FOR HALLOWEEN 2026

Salt Lake City, UT - [August 25, 2026] — The Utah Pride Center is bringing back its signature Halloween fundraiser, the HalloQueen Ball, on Saturday, October 31, 2026, at the historic Salt Lake Masonic Temple in downtown Salt Lake City. This 21+ celebration will feature multiple floors of entertainment, live DJs, hosted drag bingo, food, beverages, and a high-stakes costume contest with a **\$1,500 grand prize**.

Tickets are on sale now at utahpride.org/halloqueen-ball-tickets for \$31 General Admission or \$100 VIP. The new VIP experience includes four drink tickets, access to an exclusive VIP lounge with a dedicated bar and hors d'oeuvres, priority entry through security and check-in, and expedited access to full-service bars throughout the event. Proceeds from the HalloQueen Ball support the Utah Pride Center's year-round programs, services, and community events.

"HalloQueen Ball gives our community a chance to come together, celebrate Halloween in true queer fashion, and support the Utah Pride Center at the same time," said Chad Call, Executive Director of the Utah Pride Center.

Make a Weekend of It

Guests can make a weekend of HalloQueen Ball with **special discounted room rates from Hilton Salt Lake City and Kimpton Hotel Monaco Salt Lake City** for the Halloween weekend. Whether visiting from out of town or planning a downtown staycation, attendees can stay close to the festivities and enjoy the Halloween weekend without having to head home after the party.

Members of the press are invited to attend and cover the HalloQueen Ball on October 31. Media interested in attending should contact Lisette Aliaga at lisette@utahpride.org to arrange credentials.





Event At a Glance

- **Event Name:** Utah Pride Center presents the HalloQueen Ball
- **Date:** Saturday, October 31, 2026
- **Time:** 8:00 PM–1:00 AM
- **Location:** Salt Lake Masonic Temple — 650 East South Temple, Salt Lake City, UT 84102
- **Admission:** \$31 General Admission / \$100 VIP
- **Age:** 21+
- **Costume Contest:** \$1,500 grand prize + eight costume categories
- **Entertainment:** DJs, drag hosted bingo, food and beverages, and multiple floors of entertainment
- **Purpose:** Fundraiser supporting the Utah Pride Center's year-round programs and services
- **Hotel:** Special discounted room rate available through Hilton Salt Lake City for October 30–31 and Hotel Monaco Salt Lake City October 31 - November 1

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. Events are programmed to 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.

