

Embargoed until 0001hrs, Monday 27 April 2020



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An embargo tells the journalist when the story can be shared. If it can be shared immediately, mark the release 'For Immediate Release' and state the time and date.

Organisers announce programme for first ever Newest Pride

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Headline should be short, snappy, and written in the third person (as should the rest of the release). Write it as though YOU are the journalist.

Volunteer committee said that 'equality and diversity' will be at the heart of their event, taking place in July.

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Short, summary sub-heading.

Organisers of the first ever LGBTI+ Pride event in Newest have announced their programme for the week-long celebration taking place from 10-17 July.

In addition to the Pride March, organisers are hosting a community village, a 'Drag Bingo' night, a speakers' corner where activists can talk about key issues, and special events for people who identify as trans or are bisexual.

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First two or three paragraphs should tell the WHOLE story that the rest of the release will expand upon.

Chair of the Newest Pride committee, Alex Smith, said:

"We're so excited to announce the programme for the first Newest Pride, during which we will fly the rainbow flag for LGBTI+ equality in Newest and our surrounding villages. Having grown up in Newest and I remember how isolated and lonely I felt, thinking I was the only LGBTI+ person in the area. Now I know there are lots of us, and I'm very proud that we can come together in Pride in our town."

Whilst Newcity has had a Pride event since 1990, the distance from Newest makes Newcity Pride hard to reach for many people. A committee was formed nine months ago to try and organise a Pride in Newest, and support has come from Newest Council, Newest College, and various businesses and organisations.

The Newest Pride Parade will take place on Saturday 17 July, starting at the Market Square at 11am before proceeding down Castle Street, High Street, River Street and ending in Newest Park where there will be a stage, community stalls, a bar and food stalls. The event will continue in Newest Park until 8pm and artists performing include drag queen Lilly, former X-Factor contestant James Green, and speakers including lesbian activist Mary Black.

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Make sure you include factual information on what will happen, where and when.

Several thousand people are expected to attend the events in Newest Park which have been sponsored by Newest Business. Alex Smith said that the support of Newest Business had ensured the event was free to attend.

Owner of local Business, Jo Taylor, said:

“Our business is here for everyone who lives in Newest and we’re proud to be supporting Newest Pride in its first year. We can’t wait to see Newest covered in rainbows in July!”

“We can’t thank our supporters enough,” said Smith. “From our sponsors and donors, to the 80 people who have volunteered their time to help us steward on the day to keep people safe and happy. And I must pay tribute to my colleagues on the committee who’ve worked so hard over the last nine months to make Newest Pride happen.”

ENDS

Notes to editors

1. The Newest Park event is free to attend and there is no age restriction except in the bar area. All LGBTI+ people and supportive allies are welcome to attend.
2. Further information on Newest Pride can be found on our website at newestpride.org.uk and on social media @newestpride.
3. Newest Pride was founded at a meeting at Newest College in January, with support from Newest Council. The committee has met 12 times since the initial meeting to plan and organise the event.
4. There are now more than 150 Prides in the UK, and Newest Pride have joined the UK Pride Organisers Network www.ukpon.lgbt.
5. Ms Smith and other committee members are available for interview and photographs. A print-resolution logo is available.
6. Please contact Georgie Brown on 07123 456789 or email georgie@newestpride.org.uk to arrange.

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Good to include a quote from a partner organisation to show the breadth of support.

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‘ENDS’ tells the journalist where the release ends and where useful information starts.

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Additional information that shouldn’t appear in the body of the release – including how to get more information and who to call to arrange an interview.