

FOR IMMEDIATE RELEASE

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Pacific Pride Foundation
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**ROOTED IN PRIDE: EMBRACING OUR PAST,
EMPOWERING OUR FUTURE**

***Pacific Pride Foundation to again host vibrant community-wide celebration at
Chase Palm Park Field.***

Santa Barbara, CA - Pacific Pride Foundation (PPF) is thrilled to announce this year's Pacific Pride Festival will be held on Saturday, August 23rd, from 11am to 7pm at Chase Palm Park Field in Santa Barbara. This FREE, all-ages celebration welcomes every generation and identity within the LGBTQ+ community and our allies.

As Pacific Pride Foundation celebrates 50 years of service, this year's theme, Rooted in Pride: Embracing Our Past, Empowering Our Future, honors the resilience, activism, and leadership that have shaped the LGBTQ+ movement. "We stand on the shoulders of those who fought before us," says Julio Roman, Executive Director of PPF. "It's important that we carry their legacy forward as we build a future rooted in equality, justice, and unapologetic pride."

From our youngest voices to our most experienced advocates, we uplift the contributions of every individual. Drag sensation Jessica Wild from RuPaul's Drag Race returns to headline an electrifying main stage, featuring local and regional talent, live entertainment, and DJs that will make this an unforgettable festival experience!

With over 70 vendors and community organizations, attendees can explore areas dedicated to Arts, Health, Outdoors, Spirituality, Social Justice, and more. Fun activities will be happening all day, including a Pride Pet Parade, aerialist performances, games, and crafts for kids of all ages. Plus, enjoy delicious bites from local food trucks and relax in our vibrant beer garden for guests 21+.

Again this year, Pride at the Beach remains FREE and open to all, ensuring that everyone can celebrate in a welcoming, inclusive space. Safety is our top priority, with on-site security throughout the festival grounds.

As we commemorate 50 years of advocacy, inclusion, and pride, we invite you to stand with us—rooted in our history and reaching toward a limitless future. United in love, unity, and pride, we stand stronger together. Attendees are encouraged to use public transportation as parking will be very limited. Complimentary bike valet will be provided.

To donate, volunteer, and find out more about the Pacific Pride Festival as well as events planned throughout Pride Week, visit PacificPrideFoundation.org.

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Pacific Pride Foundation (PPF) is a leading LGBTQ+ center between Los Angeles and San Francisco, serving more than 6,500 people each year throughout all of Santa Barbara County. With offices in Santa Maria and Santa Barbara, PPF partners with 70 educational and nonprofit agencies to provide a dynamic range of health, prevention, and social service programs, including programs for LGBTQ+ youth and older adults, counseling services, opioid response services, sensitivity and competency trainings, community events and advocacy on LGBTQ+ issues.

For more information or to make a donation please visit pacificpridefoundation.org.