



## MEDIA RELEASE

(Saskatoon, SK — May 11, 2020) Amid the COVID-19 pandemic, Saskatoon Pride is alive and well and planning a virtual Pride Festival that connects and celebrates 2SLGBTQ+ communities, their families, and their allies, while being safe and responsible, following public health guidance on size of gatherings and physical distancing.

We know that the challenges of the pandemic are causing pain and hardship for many in our city. Marginalized individuals, including many who identify as 2SLGBTQ+, are disproportionately facing the effects of social isolation and poverty. In these difficult times there is an urgent need to feel a part of a community that values diversity, inclusion, and the human worth of all of us. **Our 2020 festival theme, “Be Strong, Be Proud, Be You,” speaks to the resilience of our community.**

**Saskatoon’s 2020 Virtual Pride Festival, presented by TD**, will create, connect, and celebrate—just as the festival has done in the past—now reaching out into the homes and businesses of participants and viewers, not just in Saskatoon, but across Saskatchewan, Canada and beyond. It will reflect our ideals, our quirky sense of humour, our unique ways of celebrating Pride, and a sense of the city and province we call home. It will be innovative, interactive, engaging, and fun.

Throughout the third week in June, Saskatoon 2020 Virtual Pride will showcase film, dance, spoken word, discussions, drag artists, musical performances, youth events, and more, culminating in the Saskatoon 2020 Virtual Pride Parade on Saturday, June 20, featuring—YOU!

Whether you’re an individual, small group, a queer-friendly business, a supportive organization, or an ally; whether you juggle, vamp, strum a guitar, or play the kazoo—or you just want to say, sing, or shout “Happy Pride!” in a video clip—there’s a place for you in the Virtual Parade.

Have you always wanted to build a float but were intimidated or couldn’t find a flatbed? Good news! Build it on a wagon, decorate a bicycle, or submit your creative design as an image or model. Were you planning to enter a vehicle? Go ahead— decorate it and send us a video of your creation! Quirky and queer is fabulous, but as long as you’re respectful of our vision of an inclusive, diverse community, we welcome your participation. Check [saskatoonpride.ca](http://saskatoonpride.ca) for the guidelines for submissions and the application form.

Community organizations, present and past Pride partners and sponsors, queer-friendly businesses and institutions, faith based organizations—be part of the parade also. Submit a short video message to highlight your work or the way you support and include two spirit and queer folks and their families. Check [saskatoonpride.ca](http://saskatoonpride.ca) for more information and to apply.

Saskatoon Pride is searching for performers of all disciplines to be featured during our Virtual Pride event. If you’re interested, please complete and submit the application form at [www.saskatoonpride.ca/](http://www.saskatoonpride.ca/) by May 20. If selected, you will be required to submit a pre-recorded

video of your performance no later than June 5. Honorariums will be provided to those selected.

Submissions should be family-friendly and not include racist, transphobic, homophobic, or other bigoted content. Have fun, get creative, and showcase why Pride is important to you. Let's build a Pride Parade to remember!

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For more information about the Festival:

Mike McCoy, Co-Chair  
Saskatoon Pride  
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306-227-3586

For questions about parade guidelines, applications, and submissions email  
[virtualparade2020@saskatoonpride.ca](mailto:virtualparade2020@saskatoonpride.ca)