



Milwaukee Pride Parade, Inc.
P.O. Box 0091
Milwaukee, WI 53201
Ph: 414-607-3793
www.prideparademke.org
President@prideparademke.org

Tuesday, January 25, 2011
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###1-25-11 PRESS RELEASE###
FOR IMMEDIATE RELEASE

<Name>,

Wow what a busy off season it has been for the Milwaukee Pride Parade. But with a busy off season comes a lot of progress and some great new things for the Milwaukee Pride Parade and the People of South Eastern Wisconsin.

First and foremost the date for the 2011 Milwaukee Pride Parade has been announced, and that day is Sunday June 12th, 2011. The route will once again be down South 2nd Street between Greenfield Ave and Seeboth Ave. with staging starting at 12:00pm and step off happening at 2:00pm sharp.

Also Applications have been released for the 2011 Milwaukee Pride Parade. They can be found on our website located at <http://www.prideparademke.org> in the applications section. Speaking of the applications there have been a few changes this year. The first of which is the absence of a theme in this year's parade. Instead the Board of Directors has opted to have a slogan and really allow all of our participants to use their great imaginations for the 2011 year. The slogan for 2011 is "Filling the Streets with Pride".

We can't talk about applications without also speaking about the application fees. In light of the current economic times the parade has decided to LOWER the early bird entry fee. As you all know the parade's entry fee changes the closer you get to the parade date. The cost to register on parade day, or shortly before, is \$100.00. But if you register before May 15th, 2011 (5-5-11) the Pride Parade Board has decided that all entries need only pay \$40.00! That's over 60% off the parade entry fee. If you register after that date the price does go up so register early. For more information about the rates feel free to contact Brent the Parade Coordinator at Paradecoordinator@prideparademke.org.

Another new change to the applications is one that the board of director's feels is long overdue. This year we have decided to extend a helping hand to all of those who help us in our daily lives. In the 2011 Pride Parade, for the first time, all bona fide 501(c)3 Organizations will receive FREE entry into the parade provided they register prior to the May 15th, 2011 Deadline. If a 501(c)3 wishes to enter the parade even after that deadline they will get a significantly reduced rate, just \$25.00 until June 5th, and even if they register after June 5th the price will be just \$50.00. We hope this can help out those organizations that have always wanted a presence in the parade but were unable to afford it. We look forward to seeing a lot of new faces this year and hopefully this will help accomplish that goal.

Also we have a NEW facebook page. Unfortunately due to acts completely outside of our control we were unable to access and update the old page. So when something breaks why not get a new one. We are currently importing all of our old pictures and videos into the new page but this will of course take time. We would love if all the wonderful people who uploaded pictures during last year's parade could please find it in their hearts to do it again for us. Our new facebook page can be found at <http://www.facebook.com/pages/Milwaukee-Pride-Parade/129042267163738>.

We have also begun our search for sponsorship of the 2011 Milwaukee Pride Parade. We offer sponsorships packages as low as \$100.00 and are always happy to accommodate people who would like to help the parade in any way they can. If you are interested about sponsorship please visit our website <http://www.prideparademke.org> and go to the Sponsorship page. Or email the President at President@prideparademke.org.

As with any year it is the people who truly make this event such a success. Volunteers are the core of our organization and without them there would not be a parade today. We always want to thank our volunteers at ever chance we get and would like to extend the invitation to any previous volunteer to come back and help us out again for 2011. And if you haven't done it before there is nothing to worry about. Most of the volunteer work to be done is before and after the parade allowing you to still see or even participate in the parade. If you're interested in volunteering stop by our website at <http://www.prideparademke.org> and visit the Applications page for a volunteer application. Or if you have questions Contact our Volunteer Coordinator Jeff at Volunteercoordinator@prideparademke.org.

Would you like to help the Milwaukee Pride Parade? Make a donation by going to our website www.prideparademke.org. You can also make a tax deductible donation through the G/L Community Center Trust Fund. Their website is located at www.glcommunitytrustfund.com.



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Also don't forget our mailing address changed last year and we can now be reached at: Milwaukee Pride Parade, P.O. Box 0091, Milwaukee, WI 53201.

The Milwaukee Pride parade is an All Volunteer organization in its 6th year of consecutive operation. The organization is dedicated to not just the people of Milwaukee but the whole of Southeastern Wisconsin and, as the largest city in the state of Wisconsin, the people of Wisconsin as a whole.

For more information on any of these topics or any topic not covered here please feel free to contact me Brent H. at Paradecoordinator@prideparademke.org or by phone at 414-607-3797 (Mon – Fri 11:00am – 9:00pm). Thank you in advance for your distribution of this press release.

Sincerely,

Brent H.
Milwaukee Pride Parade Coordinator
Paradecoordinator@prideparademke.org

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