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FOR IMMEDIATE RELEASE

**Atlanta Pride Announces 2024 Festival Theme and Logo:
"United With Pride"**

ATLANTA (June 6, 2024)—The Atlanta Pride Committee is excited to unveil the 2024 Atlanta Pride Festival theme: "United With Pride." As we face increasing challenges to our rights, it is more important than ever for the LGBTQ+ community to stand together in the pursuit of equality and justice. On October 12-13, 2024, we invite you to celebrate our diversity, strength, and resilience at the Atlanta Pride Festival and Parade.

The 2024 theme, "United With Pride," captures the spirit of solidarity and empowerment within the LGBTQ+ community. For over fifty years, the Atlanta Pride Festival has stood as a beacon of unity, rallying everyone to unite and ignite the flame of justice and equality. This year's festival will be a vibrant celebration of our collective power and a demonstration of what it truly means to be united with pride.

In addition to the theme, we are excited to reveal the 2024 Atlanta Pride Festival logo, designed by local artist Ben Ackerley. Their design draws inspiration from the rainbow pride flag and the iconic triangle imagery reclaimed by LGBTQ+ activists in the 1970s. Featuring descending triangle shapes in the colors of the intersex-inclusive progress pride flag, evoking a sense of queer connection and unity, even when viewed in monochrome. It is a powerful visual representation of our community's interconnectedness and shared commitment to equality. Ackerley shared that they are "deeply honored to partner with Atlanta Pride to create the logo for Atlanta Pride 2024. I am so proud to have used my skills to celebrate and uplift the diversity and strength of our vibrant LGBTQIA+ community."

Event Highlights:

- **Dates:** October 12-13, 2024
- **Location:** Piedmont Park, Atlanta, GA
- **Activities:** Festival, Parade, Live Entertainment, Marketplace, and more

Atlanta Pride's Executive Director, Chris McCain, added, "'United With Pride' is more than a theme—it is a call to action. As we gather this October, we will not only celebrate our community's diversity but also reinforce our dedication to standing together against any forces seeking to undermine our rights." Atlanta Pride encourages the community to join us at the Atlanta Pride Festival and Parade to show the world the power of unity and pride.

To further celebrate, Atlanta Pride is offering a discount on purchases of the festival "Premium Pass." The "Premium Pass" allows for an enhanced festival experience that includes access to a luxurious lounge with covered seating, premium bathroom trailers, video monitors, private bars, snacks, and the ability to schedule meet-and-greet experiences with entertainment headliners. Discounted pricing is available through June 30, 2024. Premium Passes may be purchased online [here](#).

Premium Pass Highlights:

- **Weekend Pass:** \$119 if purchased by June 30, 2024.
- **Saturday Pass:** \$74 if purchased by June 30, 2024.
- **Sunday Pass:** \$64 if purchased by June 30, 2024.

To learn more about Atlanta Pride, visit atlantapride.org.

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About the Atlanta Pride Committee

Atlanta Pride is Georgia's oldest nonprofit organization serving the LGBTQ+ community in metro Atlanta and across the South. Atlanta Pride's operations include the annual Atlanta Pride Festival and Parade in October, along with educational, social, and cultural programs and philanthropic initiatives throughout the year. For more information about Atlanta Pride, visit atlantapride.org. Stay connected with Atlanta Pride on [Facebook](#), [Instagram](#), and [LinkedIn](#).