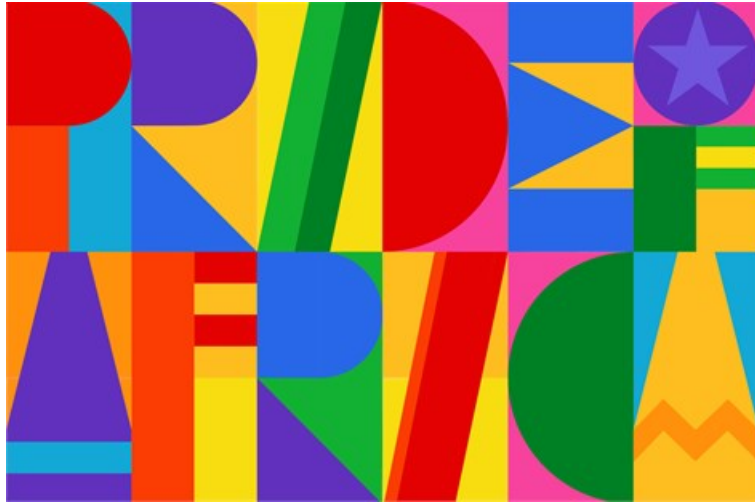


Johannesburg Pride Parade launches Pride of Africa

The Johannesburg Pride Parade has launched Pride of Africa, which is intended to serve as a unified platform and voice for the community. The platform will introduce a lifestyle conference and youth shelter, in addition to supporting events being hosted across Africa.

This includes the continent's longest-running pride event, Johannesburg Pride. The intent is to build individual and collective pride within the communities across Africa.



JOHANNESBURG PRIDE
26.10.2019

After 30 years of advocacy, Johannesburg Pride has grown to become the most well-attended pride event in South Africa. Attracting an increasing number of supporters throughout Africa every year, it has become a key supporter in the African LGBTQ+ space.

As a result, it has adopted a much bigger cause, going beyond the parade and its borders, striving to foster a culture of authenticity, acceptance and support.

To capture the intention, collaboration and strength of Pride of Africa, a new visual identity was created to represent equality and acceptance across the continent. Underpinning this new identity is a symbol of liberation and unity: a flag inspired by those of all 54 African countries.

A flag that helps to create a positive stance for a continent where the community faces such overwhelming negativity. A flag that says you are accepted, you are welcome and you are safe where this flag flies.

The 30th Johannesburg Pride Parade and Festival will take place on Saturday, 26 October 2019 in Sandton. Gates will open at 12pm and the march will start at 2pm.

In addition to the Johannesburg Pride Parade and Festival, Pride of Africa will also be hosting:

- 4 October 2019: Pride of Africa Opening Ceremony
- 5 October 2019: Pride of Africa Queer Fashion Show
- 12 October 2019: Pride of Africa Lifestyle Conference
- 19 October 2019: Pride of Africa Awards
- 20 October 2019: Pride of Africa Brunch
- 26 October 2019: Johannesburg Pride Parade and Festival

To find out more about this year's event, visit www.prideofafrica.org.

For more, visit: <https://www.bizcommunity.com>