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**THE HOLLYWOOD PARTNERSHIP ANNOUNCES INAUGURAL PRIDE VILLAGE
JUNE 12 AS L.A. PRIDE PARADE RETURNS TO ITS ROOTS**

The free street festival in collaboration with L.A. Pride will serve as a hub for community celebrations during and after the iconic L.A. Pride Parade with music, entertainment, activities, food and drink



(HOLLYWOOD, Calif.) June 7, 2022 – To celebrate the return of the official L.A. Pride Parade to Hollywood Boulevard, [The Hollywood Partnership](#), a non-profit organization that advocates for the safety, beautification and economic vitality of the Hollywood Entertainment District, announced today that it will host an inaugural [Pride Village](#), adjacent to the parade route, in collaboration with L.A. Pride, the nonprofit Pride organization of the city of Los Angeles. The free community event will take place June 12 on Hollywood Boulevard, between Vine St. and Cahuenga Blvd.

The eclectic, family-friendly, all-day street fair will be open to the public from 11 a.m. to 10 p.m. and will welcome patrons to continue their Pride celebrations during and after the iconic parade. The festivities will include two stages for music and performances throughout the day, including various DJs, a performance by RuPaul’s Drag Race All Star winner, Alaska, and more, as well as a Ferris wheel by Hulu’s hit show *Love, Victor*, pop-up roller skating rink and roller derby, beer and bar garden, local vendors, festive programming, and lots of love.

“The return of the L.A. Pride parade to Hollywood after more than 40 years is a celebration in itself”, says Kathleen Rawson, CEO of the Hollywood Partnership. “This long-beloved event

started in Hollywood in 1970 and was the first permitted Gay Pride parade in the world, trailblazing a brighter path for Pride celebrations across the globe.” Rawson continues, “We’re pleased to be able to honor this monumental moment with a free community event and are grateful to our sponsors and L.A. Pride for their tremendous support to bring Hollywood Pride Village to life.”

HOLLYWOOD PRIDE

Details about Hollywood Pride Village:

- Sunday, June 12 from 11 a.m. - 10 p.m.
- Hollywood Blvd. (between Cahuenga Blvd. and Vine St.)
- Free community event for all ages
- Music, activities, food and drinks

Public transit and ride share services to L.A. Pride Parade and Pride Village are strongly encouraged. Vehicles can access parking and the event site via Vine St. or Sunset Blvd.

For more information about The Hollywood Partnership’s inaugural Pride Village programming and entertainment lineup, or to view a complete guide to celebrating Pride in Hollywood, please visit www.HollywoodPrideGuide.com.

Special thanks to the 2022 Hollywood Pride Sponsors, L.A. Pride, Tik Tok, Do LA, Hulu’s Love Victor, MP Los Angeles, GPI Companies, Argyle House, 1600 Vine, Denny’s, Advanced Auto Parts, Cedars Sinai, Sunset Studios, Kim Crawford, Corona, Coca-Cola, AT&T, UCLA Health, The Bourbon Room, Rent For Event Audio Visual Production, Proper Parking, Artisan Ventures, and The Hollywood Athletic Club.

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About The Hollywood Partnership

The Hollywood Partnership is a non-profit organization established to manage the Hollywood Entertainment District Property Based-Business Improvement District (HED BID). In 2018, the HED BID was renewed for a period of ten years and its geographic area stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway on the west, through the iconic Sunset Boulevard, to the Hollywood 101 Freeway on the east. Many of Hollywood’s famous landmarks are located in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry. For more information, visit <http://www.hollywoodpartnership.com>.