



**FOR IMMEDIATE RELEASE**  
**April 13, 2015**

**Contact: Chip Lewis**  
**202.213.8939 (c)**  
**@CapitalPrideDC**

## **CAPITAL PRIDE LAUNCHES “FLASHBACK,” 40TH CELEBRATION OF PRIDE IN THE NATION’S CAPITAL, PRESENTED BY HILTON**

*Wide Range of Events to Mark 40 Years of Progress, Hope for Future*

**Washington, DC** - Capital Pride has announced that the 40th Celebration of Pride in the Nation’s Capital presented by Hilton will be held from June 3-14. With the theme of “Flashback,” this year’s celebration will reflect on the progress the LGBTQA community has made since the first DC Pride in 1975 and point the way toward even greater success in the future.

Hilton is proud to support the LGBT community as a way to further the Hilton brand promise of ensuring that every guest feels cared for, valued and respected by setting the stage for all travelers. As a committed partner of Capital Pride for three years, this year, Hilton is the Ruby Presenting Sponsor and will be the official host hotel partner for the 40<sup>th</sup> Celebration of Pride in the Nation’s Capital.

*Check out the [“Flashback” video PSA](#).*

Capital Pride will present a wide array of events during the celebration, including:

The [Heroes Gala](#), presented by the Historical Society of Washington, DC, celebrating our Heroes in the fight for LGBTQA equality - June 3 at the Carnegie Library, 801 K Street, NW, at 7:00 pm. Additional event sponsors include Celebrity Cruises, Hilton, and Wells Fargo.

The [Capital Pride Parade](#), presented by Marriott, June 13, stepping off at 4:30 pm and traveling through the Dupont and Logan Circle neighborhoods. The Pride Parade attracts more than

150,000 spectators annually and includes more than 170 contingents-floats, vehicles, walkers, entertainment, and much more.

The [Capital Pride Festival](#), presented by Live! Casino, June 13, opening at 12:00 noon, and located on Pennsylvania Avenue between 3rd and 7th Streets, NW. The U.S. Capitol has served as the iconic backdrop to the Capitol Concert Stage for hundreds of performances from local and national entertainers, politicians, and activists for 18 years. The Festival is DC's largest annual one-day event with more than 200,000 visitors and nearly 300 sponsor & vendor exhibits.

The [Capital Pride Concert](#), presented by Hot 99.5, 1:00-9:00 pm, will also take place on Pennsylvania Avenue between 3rd and 4th Streets, NW.

“HOT 99.5 values our continued partnership with Capital Pride and is thrilled to present this annual world-class concert event to raise awareness and support for the LGBT community in Washington, DC and across the country,” said DJ Houston of Hot 99.5. “As DC's #1 Hit Music Station, HOT 99.5 plays music for all people and strives to end discrimination of all kinds. We are excited to lend our sponsorship to such an important organization.”

A full schedule of events is available on the Capital Pride website, [capitalpride.org](http://capitalpride.org), along with the opportunity to purchase tickets for those events that require them.

“The LGBT community in DC and around the nation has made tremendous progress in the fight for equality since that first DC Pride in 1975,” said Ryan Bos, Executive Director of the Capital Pride Alliance. “With this important milestone, we want to honor our history, our victories, and the people who fought so hard for us to reach this point.”

For more information and the complete schedule of events, visit the Capital Pride website at [www.capitalpride.org/pride2015](http://www.capitalpride.org/pride2015).

As the most recognized name in the industry, travelers the world over have been saying “Take me to the Hilton” for almost a century. And because of our innovative approach to products, amenities and service, Hilton continues to be synonymous with hotel across the globe. Hilton Hotels & Resorts remains the stylish, forward thinking global leader of hospitality – and we help make traveling easier with our smart design, innovative restaurant concepts, authentic hospitality and commitment to the global community. Today, Hilton welcomes guests in more countries than any other full-service hotel brand, with more than 540 hotels and resorts in 78 countries across six continents.

The Historical Society of Washington, D.C., is a community-supported educational and research organization that collects, interprets, and shares the history of our Nation's Capital. Founded in 1894, it serves a diverse audience through its collections, public programs, exhibitions, and publications.

Marriott International, honored for its commitment to LGBT rights and marriage equality, and a champion of diversity and inclusion, is headquartered here in our Nation's Capital. This season's momentous parade will celebrate #LoveTravels – a universal movement fostered by Marriott that welcomes and encourages all of us to pursue our personal passions.

The \$500+ million Live! Casino is one of the largest commercial casinos in the country with 189 live action table games, including Blackjack, Craps, Roulette, Mini-Baccarat, Fortune Pai Gow Poker

Progressive, and a Poker Room; more than 4,200 of the latest slot machines; and two High Limit rooms. Live! Casino is committed to improving the quality of life in the communities where they live and do business as a major employer. Live! Casino embraces a culture where commitment to community involvement and corporate philanthropy are a top priority and encourages our team members to volunteer and become active members in their own communities with local organizations that are important to them.

Capital Pride, located in Washington, DC, is a non-profit organization dedicated to serving the needs of the LGBT community and our allies through educational events, entertainment, community outreach, and celebrations of diversity including the annual Pride Parade and Street Festival in our Nation's Capital. Capital Pride produces one of the largest Pride Celebrations in North America with more than 350,000 attendees in 2014. 2015 marks the 40<sup>th</sup> Annual Celebration of Pride in the Nation's Capital with our main celebration taking place June 3 – 14, 2015. As the LGBTQA Pride Celebration representing the Nation's Capital, we strive to be a beacon of hope and solidarity for cities and communities around the country and the world.

###