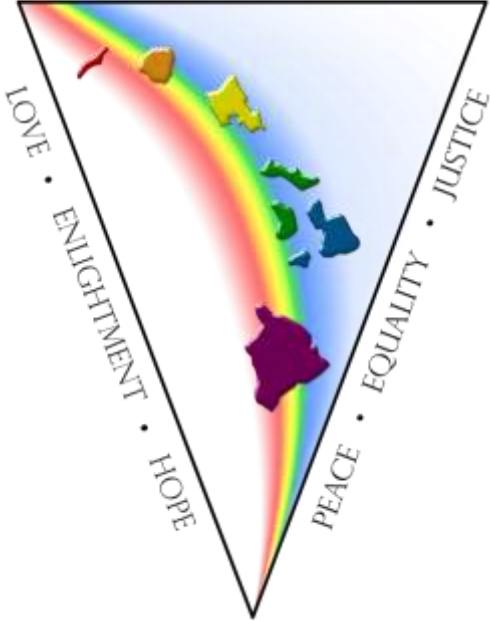


HONOLULU PRIDE FESTIVAL FOUNDATION

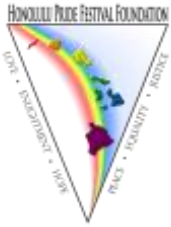


The Honolulu Pride Festival Foundation Presents

Pride Fest 2010

May 1, 2010 to June 19, 2010

OFFICIAL PRESS RELEASE UPDATE



The Honolulu Pride Festival Foundation Presents
The 20th anniversary of Pride Parade & Festival 2010
May 1, 2010 to June 19, 2010
FOR IMMEDIATE RELEASE

April 22, 2010

PRIDE IS HERE! This year marks the 20 anniversary of the Pride Parade and Festival events. We would now like to announce that the **City & County of Honolulu** has acknowledged that **BOTH the Pride Parade and Festival will be FINALLY OCCURRING ON THE SAME DAY** as it has been a concern of our community for some time now. The submissions of our permit applications which are on a **first come first serve basis** for the Saturday June 19, 2010 events schedule have been accepted and are now being processed. With this most positive outlook at this year's events we would like to announce the official schedule for this year Pride Month Celebration!

The 1st Annual Crusade for AIDS 2010, a Charity walk for PRIDE Saturday June 5th. This event sponsored by The Honolulu Pride Festival Foundation is designed to benefit 3 local, nonprofit organizations who supply relief for AIDS. This year's recipients are; The Life Foundation, Gregory House Programs and Save the Food Basket. The Crusaders for AIDS will walk Ala Moana Beach Park and donate their monetary gains. Everyone who Pre-Registers w/donation online or Pre-Registers w/pledge form minimum \$20 paid before May 15th will receive a Commemorative T-Shirt, and Gift Bag (bags limited, hurry) All Crusaders will have an opportunity to win 2 free nights of your choice @ any 12 Aqua Hotels. Check in @ Magic Island parking lot between 9 am - 9:45, walk begins @ 10 am. Includes entertainment & BYO picnic. Pre register @ www.honoluluupff.org & BE A CRUSADER!

The Triple M Council will kick off the week end by hosting the 25th Annual Mr Miss & Ms Gay Pride Contest finale on Thursday June 17th at Fusion Waikiki, 6pm. After a month long contest the ambassadors of Pride title winners will be revealed. This event is filled with a carnival of fun. Entertainment, raffles, dinner & great door prizes, including 25 INCH LCD FLAT SCREEN TV, a 8.5 INCH PORTABLE DVD PLAYER & a DIGITAL CAMERA are included. Buy tickets from your favorite candidate or at the door. Contact 258-0871 to be a contestant for a title or for more information.

The Honolulu Pride Festival Foundation will continue with "A Night under the Stars" Ohana Gathering on Friday June 18th. On the Honolulu Zoo lawn is where this one of a kind event will show case a miniature golf tournament, an all out BBQ, FUN and fireworks to top off the evening, 3pm – 8pm. RSVP @ www.honoluluupff.org

The 20th Annual Pride Parade on Saturday June 19th, 2010 @ 8:00am. It begins @ Ala Moana Beach Park, Magic Island parking lot through Waikiki, on Kalakaua Ave. and end at Kapiolani Park on Monsarrat Avenue. You and your community will march, drive, and voice their civil rights throughout this colorful one of a kind Parade. Register at honoluluupff.org.

Then RIGHT AFTER THE PARADE, get back to Ala Moana Beach Park, McCoy Pavilion for the Grand Finale. Come celebrate @ The 20th Annual Gay Pride Festival on June 19th, 2010 from 11:30am to 7:00pm. This event will showcase some of Hawaii's best Local Musical artists, lip syncing, artistic and theater entertainment, Gay Pride Idol Finale, DJs', Family FUN, food, information, and product exhibitors, drinks and so much more! Special guest appearance by Mento Mele from Island 98.5 and The Hottest 80's Girl Group, "Expose", autograph signing session and concert ticket give away 12pm-1:30. Win a night stay of your choice @ any 12 Aqua Hotels. It's an all out Celebration!

We are looking forward to the 20th Annual Pride Events celebrating Justice, Equality and Peace. We have come TOGETHER to show our united front and we look forward to witnessing yours. To show your support, register or gain MORE information on any one of the events for the Gay Pride Month please visit our website at www.honoluluupff.org

The Board of Directors

Honolulu Pride Festival Foundation

Open call for sponsorships, volunteers, entertainers, food, & information Exhibitor or if you would like ad space in the 2010 Pride Program, Please Call:

Janel Dulan, President / Entertainment Director at: (808) 840 – 7637 by email @ janel@honoluluupff.org or

Arlei Patterson, 2nd Vice-President / Food Exhibitor Director at: (808) 258-0871 by email @ arlei@honoluluupff.org