



## IMMEDIATE RELEASE

[Add day and date] May 2019

### **FIRST EVER CAMBRIDGE PRIDE: CITY TO UNLEASH ITS VIBRANT SIDE IN CELEBRATION OF LGBT+ COMMUNITY**

**On Saturday 8 June Cambridge will hold its inaugural Pride event in the city centre. Launching with the UK's first Pride river parade, it will celebrate the diversity and inclusion of Cambridgeshire's LGBT+ community.**

In contrast to its reputation as a global innovation hub and for discoveries such as gravity, the structure of DNA and stem cells, Cambridge is preparing to unleash a more vibrant side for Pride. Initial details of the milestone event have just been announced.

The River Cam features heavily in the festivities. Usually associated with serene punting trips passing landmarks such as the Bridge of Sighs and Kings College Chapel, part of the Cam will be taken over by a flamboyant flotilla of punts.

**The UK's first river parade starts at Quayside in central Cambridge at 11am and ends a short distance away at Jesus Green at 12pm.** The 500-year-old Magdalene College and gardens will provide a theatrical backdrop. After launch, the parade will continue to travel in a loop, giving visitors more time to enjoy the spectacle.

Each punt will be decorated using a colour of the rainbow flag, representing different aspects of Cambridgeshire's diverse LGBT+ community. The flotilla will carry members of LGBT+ support groups, who are designing their vessels with local artists. Cambridge City Council has commissioned and funded the parade.

Two years ago, the Office of National Statistics revealed that Cambridgeshire has the country's second largest LGBT+ population at 1.8 per cent. Only topped by London at 3.1 per cent. Despite this, Cambridge Pride 2019 will be the first major event in the university town which aims to **break down barriers and provide people with the opportunity to celebrate the local LGBT+ community.**

The highly anticipated event is organised by volunteers in association with the charity, The Pink Festival Group. The line-up of music, cabaret, dance, spoken word, creative workshops and more, will close with after-parties in some of the city's venues.

**Lara Jaffey, Chair of The Pink Festival Group, said:** *"A huge buzz is building around the first ever Cambridge Pride, and we've been overwhelmed by the generosity and goodwill of volunteers and supporters. The long-awaited event creates an opportunity to celebrate our diverse community, while forging links in Cambridge and across the county. Pride is also important in boosting self-esteem, by connecting people with their wonderful community.*

*“Approximately 15,300 people identify as LGBT+ in Cambridgeshire, but the community is often fragmented due to rural isolation and relatively scarce services and amenities. Pride provides a platform for advocacy and advice.*

*“Everyone is welcome on the day, so we encourage the public to come along and help fight discrimination and build social inclusion. Event volunteers are working hard to give Pride visitors an unforgettable and uplifting day.”*

Funding has been provided by organisations including Cambridge City Council. Corporate partners include ‘Gold’ sponsor, ARM, and ‘Friends of Pride’ such as Bayer, Irwin Mitchell Solicitors and Encore Estate Management, with more to be announced. In kind support is provided by businesses including Satyam Yoga and Wellbeing Centre, University Arms Hotel and Enchanted Cinema. Donations from an ongoing crowdfunding campaign will support future Pride initiatives.

Cambridge Pride activities include:

- A line-up of local performers including the band Keltrix and drag act Felicity Flaps on the Main Stage
- The Band Stand will host local DJs
- The Youth Tent will provide a safe, alcohol-free space for under 25s with creative workshops including the Great British Queer Bake Off
- The Pride Community Lounge will offer performances, talks, comedy, spoken word and poetry
- Satyam Yoga and Wellbeing Centre will lead yoga, meditation and mindfulness sessions
- At dusk, Enchanted Cinema will provide an outdoor screening of international LGBT+ short films, programmed by ‘Queers in Shorts’.

Further details will be released in the run-up to the event. In the meantime, follow @CambridgePride on Facebook and Twitter or visit [www.thepinkfestival.co.uk](http://www.thepinkfestival.co.uk).

For images, click [here](#).

**Back:** Paul Hyde-Clarke, Cambridge Pride Committee and Pink Festival Group Trustee  
**Centre, LtoR:** Bethan Rees, Jess Borthwick, Cambridge Pride volunteers; Lara Jaffey, Cambridge Pride Committee and Pink Festival Group Chair  
**Front:** Clancy Peiris, Cambridge Pride volunteer

ENDS

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**About Cambridge Pride and The Pink Festival Group:**

The Cambridge Pride committee is a small team of unpaid volunteers. They work in partnership with the Pink Festival Group, a well-respected local LGBT+ charity, originally founded to organise the successful Pink Picnic event at Cherry Hinton Hall in 2003.

As a not-for-profit organisation, all money raised for Cambridge Pride 2019 will help fund the delivery of the event, including marketing and infrastructure. Any profits are used to support future events and / or charities and organisations supporting LGBT+ people in Cambridgeshire.

The Pink Festival Group is delighted to be supporting the creation of the first Cambridge Pride. As a committed group of volunteers we have years of experience in organising events in the city, including six Pink Festival events at Cherry Hinton Hall and hosting the cabaret tent at the Cambridge Live Big Weekend for two years we are excited to use this wealth of experience to support new volunteers coming through to put on this community event.

Lara Jaffey, Chair of The Pink Festival Group, is also Executive Director of the Kite Trust – Cambridgeshire’s leading organisation working with LGBT+ young people.

[www.thepinkfestival.co.uk](http://www.thepinkfestival.co.uk)

Data sources: [Cambridgeshire Insight](#) and [Office of National Statistics](#).