

**\*\*Buyer Beware: A Statement of Brand Authenticity\*\***



Amidst the proliferation of new Pride festivals and parades in Houston this year, we aim to provide clarity for our community. Some of those new entities may seek to capitalize on our legacy. Pride Houston® 365 stands as the official and longstanding organization behind the Houston Pride® Celebration, Festival, and Parade, boasting a rich 46-year history of serving the LGBTQ+ community. Our commitment to celebrating diversity, promoting inclusivity, and making a positive impact remains steadfast.

For your safety, enjoyment, and peace of mind, we urge caution when considering participation in LGBTQ+ events. We cannot ensure the quality, authenticity, financial transparency, 501c3 status, or adherence to our core values in events not organized by Pride Houston® 365.

While numerous new celebrations may arise, the Official 46th Annual Houston Pride Celebration® Festival + Parade is produced by Pride Houston®, scheduled for **Saturday, June 29, 2024**, in Downtown Houston at City Hall. As you explore the vibrant offerings of Pride season in Houston, we invite you to seek the mark of authenticity for our events. All Official Houston Pride® events proudly display our registered trademark names, including Pride Houston®, Houston Pride®, Houston Pride Festival®, Houston Pride Parade®, Pride Houston Celebration®, and



Houston LGBT Pride Celebration®, along with our emblem resembling a non-binary silhouette with a heart. Look for the 46th Annual Celebration Logo, the Pride Houston® Butterfly logo, or the Official Houston Pride® Sponsor Seal to ensure you're attending official Pride Houston® events. Be discerning, verify the marks, and join us and other organizations in celebrating the spirit of Pride in our wonderful city!

Wherever you choose to celebrate this year, stand tall, be proud, and let no one break your pride. We eagerly anticipate seeing you at all Pride Houston® events, not only in June but throughout the year.

Stay vigilant, choose wisely, and celebrate your pride with Pride Houston® 365!

**For more information contact:**

**Pride Houston® 365**

**[info@pridehouston.org](mailto:info@pridehouston.org)**

832.481.2273