



**NYC Pride Unveils 2021 Theme: “The Fight Continues”**  
*[Visual campaign features diverse array of LGBTQIA+ talent](#)*

NEW YORK, Feb. 25, 2021 – NYC Pride announces the official theme for 2021, “**The Fight Continues,**” as the kick-off to this year’s events and programming. In a time of tremendous adversity for the community on many fronts, “The Fight Continues” reflects the multitude of battles we’ve been fighting as a country and as a city. With the coronavirus pandemic still ongoing, issues of police brutality, the alarming murder rate for trans POC, economic hardship, climate disasters, violent efforts to disenfranchise voters, our rights as a community being questioned at the level of the Supreme Court, and more, we are in the midst of many different fights.

“Within this acknowledgement of what we’re fighting for and the challenges we face, we also must find the strength – together – to continue the fight,” said **André Thomas**, NYC Pride Co-Chair. “We’re fighting for ourselves, fighting for the BIPOC and trans members of our community, and fighting for future generations. By making this the 2021 theme for NYC Pride, we acknowledge all that we’ve accomplished and look towards what still needs to be done. NYC Pride events offer an opportunity to gather in community and highlight the diversity, resilience, and power of the LGBTQIA+ community, giving us the energy and spirit we need to continue the fight.”

NYC Pride is also unveiling its 2021 visual campaign. Captured by photographer **Cait Oppermann**, this year’s campaign features a multitude of queer, trans, and BIPOC members and allies of the LGBTQIA+ community, including **Gia Love**, **José Thomas**, **G Xtravaganza**, **Krishna Stone**, and **Reid Jefferson**.

The NYC Pride 2021 roster of events will take place during Pride Month this June. Among this year’s major events are the **NYC Pride March** on June 27th, which will be presented in a virtual format as well as to-be-determined in-person elements, and **The Rally** on June 25th which will feature a diverse array of speakers and activists in a virtual format. **PrideFest** and **Pride Island** will also return on June 27th, with further details to be revealed at a later time. Other key events include **Pride Presents**, the **Human Rights Conference**, and **Family Movie Night**, all of which will be featured in virtual formats for 2021. Our series of **Savor Pride** events kicked off this year in January, with a new chef each month from January through June. Rounding out the calendar will be our second annual **Black Queer Town Hall**.

“We’re pleased to continue to be able to offer a diverse roster of programming this year,” said **David A. Correa**, Interim Executive Director of NYC Pride. “In 2020 our world dramatically changed very quickly and in a matter of weeks we were forced to pivot to virtual programming and cancel many of our events. With much more time to prepare in 2021, we’re bringing back many of the events we were forced to cancel last year, most notably Youth Pride which will engage LGBTQIA+ youth, many of whom are grappling with the absence of in-person connection.”

For more information about NYC Pride 2021 visit: [www.nycpride.org](http://www.nycpride.org).

NYC Pride is accepting applications for the **Pride Gives Back** grant, which is focused on financially assisting non-profit and community organizations within the local New York metro area looking to create programs/events in 2021. The majority of our NYC Pride directed contributions focus on programs and organizations that support LGBTQIA+ causes. For 2021, NYC Pride is looking to provide funding for programs specifically assisting the following segments of our community: Transgender, POC, Elder, HIV/AIDS, and Youth.

To submit an application for Pride Gives Back, complete [this form](#).

#### **Full Campaign Credits:**

**Models:** [Gia Love](#), [José Thomas](#), [G Xtravaganza](#), [Krishna Stone](#), [Reid Jefferson](#), [Sam Mossallam](#), [Karmenife X](#), [Ryan Fletcher](#), [Jasmine Rice](#), [Monique Fontaine](#), [Cory Wade](#), [Mohamed Q. Amin](#), [Eli Erlick](#), [Vernon Leftwich](#), [Ricardo Cooper](#), [Harper Li & Knox Lia](#)

**Creative Director:** [David A. Correa](#)

**Co-Producers:** [Samantha Johnson](#) and [Nikkita Thompson](#)

**Photographer:** [Cait Oppermann](#)

**Key Make-up:** [J. Brandon Correa](#)

**Key Hair:** [Shideh Kafei](#)

**Stylist:** [Jacob Bengel](#)

**Graphic Design:** [The Working Assembly](#)

#### **Media Contacts:**

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ABOUT HERITAGE OF PRIDE Heritage of Pride, Inc. is the volunteer-directed organization behind the official NYC Pride roster of events. Heritage of Pride’s mission is to work toward a future without discrimination where all people have equal rights under the law. We do this by producing LGBTQIA+ Pride events that inspire, educate, commemorate, and celebrate our diverse community.