



## **FOR IMMEDIATE RELEASE**

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### **CHRISTOPHER STREET WEST ANNOUNCES 2006 SPONSORS**

*Budweiser to be Presenting Sponsor*

LOS ANGELES (June 2, 2006) – Christopher Street West announces the 2006 LA Pride sponsors, including Budweiser as the Presenting Sponsor and the City of West Hollywood, Smirnoff, Travelocity, Washington Mutual and Wells Fargo as Event Sponsors.

“Because of the strong support of our sponsors and partners, Christopher Street West is able to produce the annual LA Pride parade and festival, which have costs of nearly a million dollars,” stated CSW President Rodney Scott. “Christopher Street West is excited to have Budweiser, a company that has a strong history of supporting not only LA Pride, but also the LGBT community, returning as the Presenting Sponsor,” continued Mr. Scott

Other Event Sponsors include Cedars-Sinai Medical Center, Gelson’s, ID Lubricants, Logo, Segway, Showtime and Whole Foods. Media Sponsors for 2006 LA Pride are Instinct, Frontiers Newsmagazine, Genre, Cybersocket and Jack FM. The 2006 LA Pride Hotel Sponsors are: Sofitel, Valadon hotel, LeParc Suite Hotel. 2006 Affiliate Sponsors are the West Hollywood Convention and Visitors Bureau and the Factory Event Space

**About LA Pride**

2006 LA Pride will be the weekend of June 9-11 in West Hollywood. This year's theme is "Our Agenda: Love. Equality. Pride." The festival will take place Saturday, June 10 (noon – 11 p.m.) and Sunday, June 11 (11 a.m. - 10 p.m.). Pre-sale tickets will be available for \$15 and tickets at the gate will be \$20. For information on pre-sale tickets, or to purchase tickets online, please visit the LA Pride website ([www.lapride.org](http://www.lapride.org)). The Parade is free to attend and will travel along Santa Monica Blvd. between Crescent Heights Blvd. and Robertson Blvd. on Sunday, June 11 starting at 11 a.m.

**About CSW**

Christopher Street West Association, Inc. ([www.lapride.org](http://www.lapride.org)) is a non-profit organization within the lesbian, gay, bisexual and transgender community of Greater Los Angeles, committed to supporting human rights, education, outreach and better understanding within the LGBT community and the heterosexual community. CSW produces the annual LA Pride celebration, which draws several hundred thousand attendees to West Hollywood, CA.

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