

PRIDE GUIDE



**TOGETHER
AGAIN**
PrideFest
a LGBTQIA+ Festival

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Pridefest 2022 Presented By



PrideSTL



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June 25 and 26
Downtown St. Louis



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HEALTH CARE KNOWS NO RACE, ORIENTATION, CLASS,

Recently, Barnes-Jewish Hospital and St. Louis Children's Hospital earned the highest designation on the Healthcare Equality Index through 2023. Barnes-Jewish Hospital is the only adult hospital in the region to earn this designation. BJC HealthCare offers trans-inclusive benefits to all employees, including a gender-inclusive policy and practice for transgender and gender-diverse team members. Employees are trained on inclusive care best practices. SPECTRA, (Support, Pride, Equality, Camaraderie, Trust, Respect and Alliance).

BJC facilities are committed to providing exceptional care that is inclusive and equitable to all patients. This commitment was created in collaboration with Washington University School of Medicine. BJC HealthCare's medical services include gender-inclusive care, including preferred name. Gender-inclusive policies are in place. The Washington University Transgender Health Center is the region to offer multidisciplinary care for transgender, non-binary gender queer, and gender diverse patients.



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Recognition of “LGBTQ+ Healthcare Equality Leader” in the Human Rights Campaign Foundation’s (HRC) 2021 survey named BJC HealthCare and St. Louis Children’s Hospital the only pediatric hospital within a 200-mile radius of St. Louis offering gender affirmation treatments and procedures. BJC HealthCare has a gender affirmation program in place and have access to sexual orientation and gender identity data collection and LGBTQ+ health services. A BJC Connections group, is open to all LGBTQ+ employees and allies.

Services for patients, visitors and employees including offering an LGBTQ+ friendly health care provider directory, an electronic medical records system has the ability to capture patients’ sexual orientation and gender-identity data. The Gender Center at St. Louis Children’s Hospital and at Barnes-Jewish Hospital are the only centers that provide care for gender diverse individuals.

FIND AN **LGBTQ+ FRIENDLY**
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PrideSTL
ROYALTY

Presenting the Pride Royal Court

2022



2022 Court: (L to R) Mr. Pride - Shawn Patrick, Ms. Pride - Ms. Cinnful,
King of Pride - Mars and Queen of Pride - Avery C. Lauren

**Celebrate Pride with the
Royal Court of 2022!**

**Mr. Pride - Shawn Patrick
Ms. Pride - Ms. Cinnful
King of Pride - Mars
Queen of Pride - Avery C. Lauren**



SATURDAY

- 1:00 Idol Winners
- 1:45 CHARIS
- 2:20 Gateway Men's Chorus
- 2:55 Royalty Review
- 3:45 One Way Traffic
- 4:45 Preshard
- 5:30 Vassy
- 6:15 Deborah Cox

SUNDAY

- 1:10 Elected Officials
- 1:30 Divas of the Grove
- 2:15 PoetiQ
- 3:00 Bad Habit
- 4:00 Shae Shae LaReese
- 4:30 Alex Newell
- 5:15 Raye



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A photograph of a person's hands holding a small rainbow flag on a white stick. The person is wearing a black wristband with colorful beads. The background is blurred, showing other people and flags. The text 'LOVE. RESPECT. FREEDOM. INCLUSION. EQUALITY. PRIDE.' is overlaid in white, bold, sans-serif font on the left side of the image.

LOVE.
RESPECT.
FREEDOM.
INCLUSION.
EQUALITY.
PRIDE.

A horizontal bar with a rainbow color palette, including white, pink, light blue, brown, black, red, orange, yellow, green, and purple.

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Metrolink
Civic Center Station
Walk North to Festival Grounds



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Located at 14th & Market

Parking

Kiener East / West Garages
Stadium East and West Garages
City Hall Parking Lot on Clark Street

\$5 Suggested Donation at Entry Daily

Permit Parking Area



Downtown
St. Louis, Missouri
\$5 Suggested Donation at Entry Daily

KEY - PRIDE ST. LOUIS 2022

- ENTRY AREA
- ATM
- WATER
- BEER
- LIQUOR
- VENDOR
- FOOD BOOTH
- RESTROOMS
- FIRST AID / EMS STLF
- H2O DRINKING FOUNTAIN

ver15 DWG

Permit Parking Area



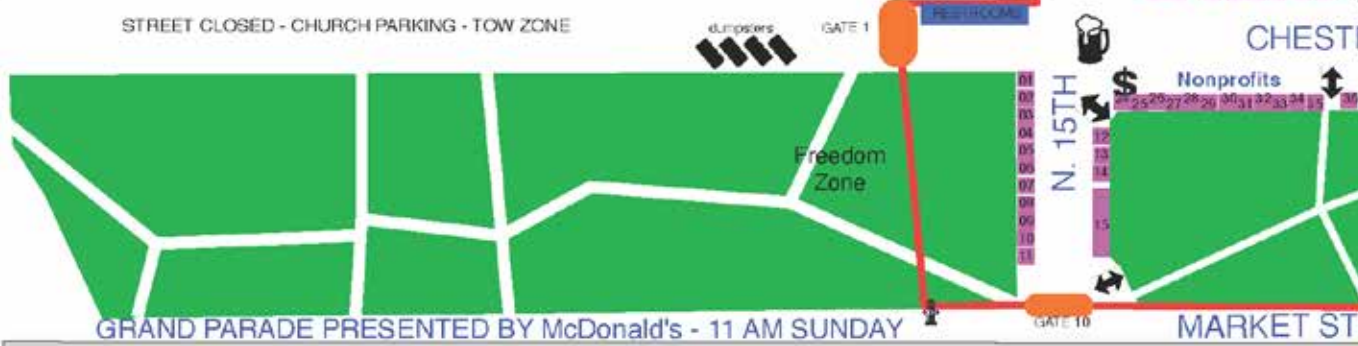
PrideFest H...
Saturday
Military Wreath Cer...
Children's & Family...
Sunday
Worship in the P...
Hands Across Mar...
Grand Parade 11 am...
Children's & Family...



Saturday, June 25 - 11 am - 7 pm
Sunday, June 26 - 11 am - 6 pm
Pride worship in the Park - Sunday 10 am - Main Stage
Parade Presented by McDonalds Sunday at 11 AM *New Time!





PrideFest 2022 Participating Vendors

83	21c Museum Hotel St. Louis	76	Community Wellness Partnership	103	Happy Belly	106	MO Ke
62	Abby's	165	Compass Real Estate Group	121	Happy Doglets	42	Mrs Z
68	Adore My Ts and More, LLC	63	Conley's Concessions	161	Heakum XR	24	MTUG
90	Affinia Healthcare	111	Cori Bush	44	Hive	53	My Sq
22	AIDS Quilt	25	Creative Reaction Lab	141	Human Rights Campaign	23	Name
126	Alive STL	93	Crown Vision	135	Huster Holywood	160	Nature
65	American Found for Suicide Prevention	3	Crusaders Rugby	140e	Illicit Gardens	140c	Nature
97	Amerinkas	88	Cushman Wakefield	139	Infectious Disease Clinic SSM Health St. Mary's	147	New H
96	AMN Healthcare	45	CWP (Community Wellness Project)	31	Janise Lamplay-Realtor	41	Nichol
13	Anchor Room Coffeehouse	134	Dierbergs	108	Jive Turkey LLC	7	Oak St
48	ARCA (Assisted Recovery Ctrs of America)	5	Dr. Kaitlyn Belisle, LLC	77	Kamakazi Kutz	2	Orang
154	Arch Apparel	26	Easterseals Midwest	100	Kona Ice	37	Organi
186	Ascend Cannabis	27	Eden Theological Seminary	122	Launch Code	142	Panen
75	AT&T	169	Edward Jones	159	Lauren Risley Realty Team	118	PNK 3
58	Band Together	43	EEOC (Equal Employment Opportunity Comm)	167	LCA-Vision	112	Planne
155	Bayer (Monsanto)	8	Ellie's Heat & Soothe	69	Leaf Filter	60	Poke D
101	Bayou Seasoning & Catering	164	Emerson Electric	73	Leaf Home Water Solutions	138	Pride 0
145	Be the Match	28	Episcopal Diocese of Missouri	158	Linde Gas and Equipment	17	Pride 3
14	Best Buy	127	FOK HB	32	LIT Studio	21	Prime
188	BJC	38	Fertility Partnership	36	Love by Cookies	81	Project
35	Blue Empress Tarot	104	Fire Grill	152	Lowes	49	Project
151	Boeing	157	First Student	8	Lux Chiropractic Health	58	PRCIM
89	Bracelets by Laurie	71	Flaming Candles	74	M and M concessions	149	Purina
78	Brighter Futures Daycare	105	Flavored Pickle Bar	162	McDonalds	91	Regalh
143	Brown & Crouppen	57	Free Mom Hugs	64	Meats & More LLC	133	Region
110	Cactus Jacks Grill	92	Gateway Men's Chorus	1	Medulla LLC Chiropractic	126	Safe C
65	Cafe De LaSha	4	Glass Softball	59	Metro Cooling Bus	128	Scaref
153	Caleres	140	Glitter Face Face Painters	18	Metro East Pride	118	Scents
84	CBD Kratom	29	God Glam It	98	Metropolitan Community Church	158	Schnu
163	Centene	114	Gold Star Tie Dye	19	Mid MO Pride	107	Scoop
94	Central West Health	87	Golden Gems	140b	Missouri Connections for Health	109	Sedar
95	Clowr Cannabis	39	Gracey's Holistic Dog Treats	132	Missouri History Museum	12	SJUE
70	Community of Christ	30	Hailee & Kendra	144	Missouri Lottery	117	SLATE
				113	Mo Ho Justice	52	Sonde

Highlights

Memorial Ceremony 11 am
 Main Stage Area 11-5 pm

Parade
 Start 10 am
 End 11:15 am
 Main Stage Area 11 - 5 pm

PRIDE ST. LOUIS

FOOD COURT

PICNIC TABLES

RESTROOMS

Volunteer check in

FIRST AID

NO PARKING

APRIL EXIT LANE

GATE 4 NO ACCESS

MASTERCARD Main Stage

Saturday

- 1:00 Idol Winners
- 1:45 CHARIS
- 2:20 Gateway Men's Chorus
- 2:55 Royalty Review
- 3:45 One Way Traffic
- 4:45 Pershard
- 5:30 Vassy
- 6:15 Deborah Cox

Sunday

- 1:10 Elected Officials
- 1:30 Divas of the Grove
- 2:15 Poetiq
- 3:00 Bad Habit
- 4:00 Surprise Guest
- 4:30 Alex Newell
- 5:15 Rave

RESTROOMS

H2O

H2O

SOLDIERS MEMORIAL

Military Vets
 Ceremony
 11 AM Saturday

MASTERCARD Main Stage

Red Bull

5:00 VIP Experience

Arts

Arts

LYFT, UBER, PEDI, AND TAXI CAB ZONE (except Sunday 10a-2p)

SPONSOR ROW

Children's & Family Area

Parade Judges

- Little Com 16
- Jewelry 92
- (Metro Trans Umbrella Group) 51
- Arts Studio 140d
- Change Mutual Aid 15
- Med 89
- Medicine 33
- Honor Society 129
- Holman Art 50
- Street Health 20
- Theory Fitness 148
- Remedies 137
- Bread (With IHeart) 72
- ENERGY 115
- Parishhood of St Louis 98
- Joke 80
- Home wild 131
- St Charles 119
- Timers 102
- Animal Freedom 34
- Ark/the Spot 120
- Wild 11
- is Bank 79
- connections 54
- est 40
- y 123
- cks 61
- and More STL 148
- Sweets and Ice Cream 124
- Safe Zone 130
- 47
- Counseling 138
- 150
- 47
- 46

- Souard Pride
- St Louis Public Library
- St Louis Zoo
- St. Louis Area Disciple of Christ Churches
- St. Louis Community College
- St. Louis County Library
- St. Louis Ovarian Cancer Awareness
- St. Louis Renaissance Festival
- Steps Alone
- STL Black Pride
- STL City
- STL Department of Health
- STL Federal Reserve Bank
- Stray rescue
- T-Mobile
- The Caudacity Agency
- The Gathering United Methodist Church
- The St. Louis Animal Rights Team
- Tivanov Catering
- Transparent
- TSA (Transportation Security Agency)
- Turkish Ame Intercultural Ed Found
- UAW Local 2250
- UFCW local 88
- Uhuru Solidarity Movement
- VA St Louis Healthcare System
- Vegan Natured
- Vivent Health
- Volunteer Voter Registration
- Walgreens
- WashU Division of Infectious Disease
- Wells Fargo Advisors For PROMO
- Williams and Associate
- WPT (Writers, Planners, & Trainers)

Together Again!

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TOGETHER AGAIN
 Pride STL

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THE MASTERCARD MAIN STAGE

SAT., JUNE 25



VASSY



DEBORAH COX

SUN., JUNE 26



ALEX NEWELL*
*BACK BY POPULAR DEMAND



RAYE

DJ Stage brought to you by Ascend



THE ASCEND DJ STAGE

SAT., JUNE 25

DJ BURNA	11 A.M. -12:30 P.M.
DJ DREW\$TYLZ	12:30-2 P.M.
DJ FREERADICAL	2 - 3:30 P.M.
DJ TABER	3:30 - 5 P.M.

SUN., JUNE 26

DJ GDIDDY	11 A.M. -12:30 P.M.
DJ TROY DILLARD	12:30-2 P.M.
ROPS & CHARLES	2 - 3:30 P.M.
DJ RICO STEEZ	3:30 - 5 P.M.



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TOGETHER AGAIN
PrideFest
a LGBTQIA+ Festival

MASTERCARD MAIN STAGE
SUNDAY JUNE 26TH

ALEX NEWELL

A promotional poster for Alex Newell's performance at Together Again PrideFest. The poster features a photograph of Alex Newell on the left, wearing a black jacket and a black beanie, with hands on hips. On the right is a circular logo with a rainbow border and a pattern of colorful dots. Below the logo, the text reads 'MASTERCARD MAIN STAGE SUNDAY JUNE 26TH'. At the bottom, the name 'ALEX NEWELL' is written in white on a black background, accompanied by a small rainbow flag icon.

TOGETHER AGAIN
PrideFest
a LGBTQIA+ Festival

MASTERCARD MAIN STAGE
SATURDAY JUNE 25TH

DEBORAH COX

A promotional poster for Deborah Cox's performance at Together Again PrideFest. The poster features a photograph of Deborah Cox on the right, wearing a black zip-up dress, with her arms crossed. On the left is a circular logo with a rainbow border and a pattern of colorful dots. Below the logo, the text reads 'MASTERCARD MAIN STAGE SATURDAY JUNE 25TH'. At the bottom, the name 'DEBORAH COX' is written in white on a black background, accompanied by a small rainbow flag icon.





TOGETHER AGAIN
PrideFest
LGBTQIA+ Festival

MASTERCARD MAIN STAGE
SUNDAY JUNE 26TH

RAYE

TOGETHER AGAIN
PrideFest
LGBTQIA+ Festival

MASTERCARD MAIN STAGE
SATURDAY JUNE 25TH

VASSY

DEBORAH COX

Deborah Cox possesses one of the most powerful and versatile contemporary voices of our time. The Grammy Award nominated, multi-platinum R &B/Pop recording artist and actress recently blew the roof off theatres as she starred in the Rachel Marron role originally played by Whitney Houston in the new musical “The Bodyguard”. She made her Broadway debut in the leading role in Elton John and Tim Rice’s musical “Aida”, receiving rave reviews. In 2013, she yet again demonstrated her wide range through her emotional portrayal of Lucy in the revival of hit Broadway musical “Jekyll & Hyde”.

In 2016 Deborah starred as the legendary Josephine Baker in the original musical “Josephine” at the Asolo Repertory Theatre. Since beginning her career as a background singer for Celine Dion, Deborah has recorded six award winning and critically acclaimed albums and has written for and been recorded on numerous soundtracks. As with Whitney Houston, Deborah’s first recording contract was with Clive Davis at Arista Records and that self-titled debut album went platinum, earning her an American Music Award nomination.

She later collaborated with Houston to record the duet “Same Script Different Cast” for Whitney’s greatest hits CD. From her second CD, “One Wish”, came the double platinum “Nobody’s Supposed to be Here” –which held the record for the longest running #1 R & B single. After 14 weeks at the top of the charts, Deborah earned a Billboard Music Award nomination for R & B Single of the Year, an NAACP Image Award nomination, A Soul Train Award, A Lady of Soul Award and 3 Juno Awards including a Best Female Vocalist Juno nomination. Deborah received Two Genie Awards nominations for Best Achievement in Music –Original Song for the movie, Love Come Down. She was nominated for a World Music Award in 2010 for the song Leave The World Behind. The Canadian born star has an impressive list of #1 Billboard hit records, including thirteen #1 songs on Billboard’s Hot Dance Club Play chart. Deborah has been recognized for her longstanding commitment to the LGBT community.

In April 2019, she received the NGLCC-NBIC Icon Award and the Luminary Award from the University of The West Indies. In January 2015, she received the Out Music Pillar Award. In 2014, she received the California State Senate Award and in 2007, she received The Civil Rights Award from the New York Senate for her efforts in the fight for Human Rights and Equality.

The Harvey Milk Foundation at the 2015 Diversity Honors honored her for her efforts in the fight against HIV/AIDS in the LGBT community. On June 12, 2016, she was given the Liberty Bell and Proclamation in Philadelphia by Mayor James Kenney to proclaim June 12 as LGBTQ Philadelphia Pride Parade and Festival Day.



Transgender Center

Offers Multidisciplinary Services to Growing Patient Population

The Washington University Transgender Center at St. Louis Children's Hospital is the only center of its kind in the region, providing care to children and adolescents who identify as a gender different from the sex they were assigned at birth.

"We are taking a multidisciplinary approach to the care we provide for these children and adolescents," says Washington University physician Christopher Lewis, MD, pediatric endocrinologist at Children's Hospital and Center co-director. "We are committed to providing a safe, supportive and welcoming environment in which transgender people may receive the education, medical assistance and mental-health counseling they need to make informed decisions that will impact their well-being throughout their lives."

The individualized care provided at the Transgender Center is based in part on the age and stage of puberty at which children or adolescents are seen initially. Those who have not yet received counseling may need a referral to a mental health provider, who can assess for the diagnosis of gender dysphoria and determine if any other issues exist, such as depression, low self-esteem, anxiety or substance abuse. In younger children, this assessment and

an informational discussion with a pediatric endocrinologist may be the only steps necessary until the child enters puberty.

"Some parents may need help thinking through the right course of action going forward — for instance, timing for social transition," says Sarah Garwood, MD, Washington University adolescent medicine physician at Children's Hospital and Center co-director. "We can connect parents to community resources and support groups that can help them support their children."

Adolescent medicine physicians specialize in the unique development needs of teens and also consult on patients referred for anxiety, depression, eating disorders, sexual and reproductive health care, and other concerns. Stigma and discrimination contribute to mental health diagnoses occurring at higher rates in transgender people.

"Our plans for the center are to make it an important community resource that encompasses more than just a clinic setting. That will also include establishing a database in order to start developing research studies to advance how we approach care for transgender individuals," says Dr. Lewis.



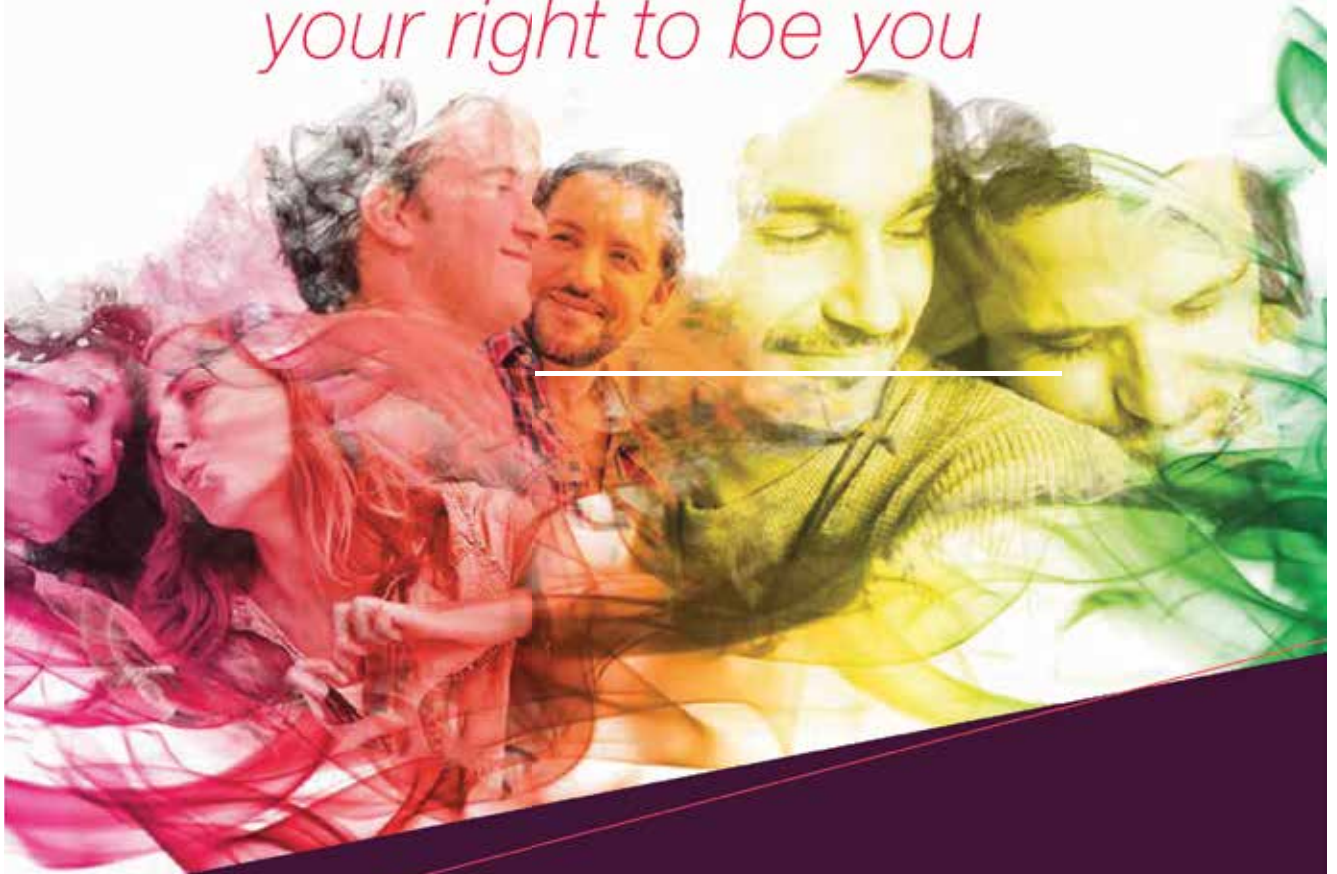
The Center accepts self-referrals or referrals from physicians and mental health providers. For more information, call St. Louis Children's Hospital at 314.273.8251.

Listen to Drs. Lewis and Garwood's podcast discussing services offered at the Center at StLouisChildrens.org/TransgenderPodcast.



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VASSY

VASSY's unique sound and anthemic lyrics have made her one of the most sought-after vocalists around the world in Dance Music. The Australian powerhouse's discography includes numerous Global Chart topping hits earning her multiple #1s in over 30 Countries such as "Bad," & "Secrets," with Dance Music Icons, David Guetta & Tiësto.

The Singer/Song Writer whose productions range in style from dance to soul & jazz, has topped the Billboard Dance Charts & Dance Radio in the US an impressive 8 times with recent singles "Trouble", "Concrete Heart", "Lost" with Afrojack, & "Nothing To Lose" co-produced with Tiësto.

VASSY's music has been heard in global television campaigns for brands like Victoria's Secret, Nike, and Pepsi and her single "We Are Young" was featured in the film trailers for Disney's Academy Award-winning block buster Frozen, Cabin In The Woods and Tina Fey's Admission.

She's become a main stay act at major EDM festivals around the world including Miami's Ultra Music Festival, Belgium's Tomorrowland, New York's Electric Zoo, and Australia's Stereosonic.

VASSY has supported and collaborated with global charitable organisations like Playground of Dreams, Carers Australia, Best Buddies, Aviva Safe House, NoH8, Green IT, Gday USA among others. With 8 x #1 Billboard Singles, 17 Platinum Certifications & 2 Gold Records, Multi Platinum award winning artist VASSY has positioned herself as one of Dance Music's most prominent Authentic Female Artists.



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an impact**

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ALEX NEWELL

Like a rush of energy or a jolt of adrenaline, certain voices sweep us off our feet. Alex Newell wields such a voice. With traffic-stopping delivery, sweeping range, and wild charisma, the GRAMMY® Award-nominated singer, songwriter, actor, activist, and performer evokes a physical reaction every time he steps up to a microphone. Whether recording in the studio, performing on Broadway, or appearing on television, he instantly connects. The connection grows stronger on a series of new singles for Big Beat Records and 2020 project—his first in four years.

“I always think my vocals have to be bigger,” he smiles. “I pride myself on being the loudest singer I know. It’s important to bring the fullness of the actual voice to the forefront. It’s like the vocals punch you in the face or wake you up. When you hear my music, you should want to shutdown somebody’s runway, strut down your hall, dance around, feel good, or scream for no reason.”

Alex consistently inspired this level of elation. After taking the stage for the first time at a state fair at two-years-old, the Lynn, MA native devoted a lifetime to singing and performing. Millions fell in love with Newell’s voice as he brought Wade “Unique” Adams to life on *Glee* over the course of four seasons, offering a groundbreaking and influential depiction of one of network television’s very first transgender characters (Newell himself identifies as a gender non-conforming male). Generating over 200 million career streams thus far, he introduced a simmering and slick style on his *POWER* EP in 2016—which hit #4 on the Billboard Top Dance/Electronic Albums chart and yielded the fan favorites “This Ain’t Over,” “Basically Over You (B.O.Y.) & “Nobody To Love.”

In addition to collaborations with Clean Bandit and The Knocks, he lent his vocal prowess to Blonde’s “All Cried Out” and DJ Cassidy’s “Kill The Lights” with Jess Glynne and Nile Rodgers, the latter of which clinched #1 on the Billboard Dance/Club chart. Between headlining and supporting Adam Lambert on tour, he ignited stages at Coachella, The Governor’s Ball Music Festival, and beyond. Simultaneously, he used his platform to uplift LGBTQ youth through advocacy and aligning with The Trevor Project and GLAAD, among other organizations.

2018 saw him switch gears and succeed yet again. Fulfilling a formative dream to be on Broadway, he joined the Tony Award-winning revival of *Once on This Island* in the role of Asaka. After a stellar run, he received a GRAMMY® Award nomination in the category of Best Musical Theater Album to cap it off, in addition to giving stunning performances of “Mama Will Provide” on *Late Night with Seth Meyers*, the *TODAY Show* and the 2018 Tony Awards.

“I took a break from my solo music to focus on other passions,” he admits. “Going away from something you love really makes you love it even more. For my entire life, my goal was to be on Broadway. I did that, and I got so much from it. You’re literally doing the same exact routine everyday though. I needed to get out for a little bit. When the show closed, it was time to go back to the expression I get from music, which is truly my own.”

In 2019, he retreated to Los Angeles in order to dive headfirst into another chapter. Working in the studio, he embraced a new-found confidence.

“I feel like I’ve lived two lives,” he goes on. “During the first life and especially on my last EP, I found my power as an artist. My new musical journey is about actually using all of the power I have. I’ve always been confident. However, I’ve learned so much over the past few years. I was able to grow by using the education to make it better.”

That’s exactly what he did, and it shows in the lead single “Boy, You Can Keep It,” which bounces along on boisterous horns and rowdy percussion. Meanwhile, his delivery soars to towering heights on the bridge before cruising through the chorus with swagger, sass, and style.

“Material things aren’t everything in a relationship,” he explains. “They aren’t how you measure love. I’m saying, ‘I don’t need everything that you think I do.’ I’m looking for something you can’t monetize. I want something real.” Meanwhile, the follow-up single “Mama Told Me” translates lessons from mom into an empowering affirmation backed by percussive handclaps, funky guitar, shimmering synths, and heavenly hooks.

“My father died when I was six, so I was raised by my mom,” he goes on. “I’ve learned so many lessons from her. She had to grow up fast in Alabama. I paid homage to what she did for me and what motherhood is. I also wanted to write an anthem for the house moms we have in the LGBTQ community, adoptive moms, and anyone who is a maternal figure and nurturer.”

With more music on the horizon and a triumphant return to the small screen starring in NBC’s new musical drama Zoey’s Extraordinary Playlist, Alex’s voice will only get louder. “I hope this music affects people,” he leaves off. “Maybe, it causes them to have conversations about what they’re hearing, or they think closely about it. Either way, it might move them.”



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RAYE

Four times BRIT nominated RAYE is one of the most streamed artists in the world with over 2.3 billion Spotify streams of her music.

Rachel Agatha Keen (born 24 October 1997), known professionally as RAYE (stylised in all caps), is a British singer-songwriter.

She rose to prominence after being featured on the commercially successful singles “By Your Side”, “You Don’t Know Me”, “Secrets” and “Bed”. In July 2021, she left Polydor Records and became an independent artist.

Raye achieved further recognition as a solo artist in 2022 after her single “Escapism” reached the top of the UK Singles Chart and also became her first song to chart on the Billboard Hot 100.

In February 2023, she released her debut studio album *My 21st Century Blues*, to critical acclaim.

In addition to her music, Raye has written tracks for various artists including Beyoncé, Little Mix, David Guetta, John Legend, and Ellie Goulding.

In 2019, she was awarded a BMI Award, in recognition for her groundbreaking artistry, creative vision and impact on the future of music.

She has been nominated for four Brit Awards and won a Ivor Novello Award, a Global Award, and was short-listed for the BBC’s Sound of... poll in 2017, placing third.

She has a double-platinum, four platinum, two gold and three silver singles to her name.

She is also indisputably one of the UK’s premier songwriters.

Her songs have amassed over 3 billion Spotify streams, having written for some of the world’s biggest artists including: John Legend, Ellie Goulding, Khalid, David Guetta, Diplo, and Beyonce.



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SHINE With Us! Barefoot Bubbly PRIDE 2022

Supporting the LGBTQ+ Community since 1988

Why Barefoot Bubbly PRIDE?

- Sparkling Rose is growing 15 percentage points faster than the wine category⁴
- Up to 23M people in the US identify as LGBTQ+¹
- Total annual buying power of the LGBTQ+ community is over \$1 Billion²

QR code drives consumers to LGBTQ+ Site



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- 1) Brut
- 2) Pink Moscato
- 3) Extra Dry
- 4) Moscato
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Program Elements

- Grant Program: \$1 per case divided equally NCTE & Free Mom Hugs up to \$120,000
- Social & Digital Activation to showcase Barefoot's proud allyship
- Charity partner promotion and education awareness surrounding LGBTQ+ equality

1.) Gallup Poll 2022: 7.1% of US Population identifies as LGBTQ+
 2.) LGBT Capital, as quoted in Entrepreneur <https://www.entrepreneur.com/article/334983>
 3.) 2021 YTD velocity flex, May-Dec 2021
 4.) IRI Total US MULO, YTD ending 12-31-21, Rose Sparkling Wine/Champagne Dollar Sales vs Total Wine (+5% vs -10%)

Charmat Method California Sparkling Wine: Secondary Fermentation Before Bottling.
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PrideFest Grand Parade

Presented by McDonald's

COLOR KEY

PrideFest

Route

Staging 1

Staging 2

Staging 3

Staging 4

Staging 5



v5



PrideFest Grand Parade

Sunday, June 26, 2022 - 11 AM

PrideSTL.org

2022 GRAND PRIDE PARADE GRAND MARSHALL:

STEVEN LOUIS BRAWLEY



Mr. Brawley has been instrumental in documenting the history of the LGBTQIA+ community in the St. Louis region. Much of his early work culminated in the founding of the St. Louis LGBT History project in 2007.

Mr. Brawley has continued working on his passion of telling the stories of the LGBTQIA+ community in the region, truly embodying the spirit of togetherness that PrideFest celebrates with our theme, “Together Again”.

Pride St. Louis’s Parade Director, Jordan Braxton states, “As we prepared for our 2022 Parade the most obvious choice for this year’s Parade Grand Marshal is Steven.

“His many years of dedication to preserving the history of the St. Louis LGBTQIA+ community is unmatched. He has also made a dedicated investment to documenting our most marginalized communities’ histories, such as our black, drag, and transgender members. His ability to document the memories and moments to all sectors of our community deserves to be commended. Steven is truly an inspiration to us all as we honor those who came before us and we look forward to his continued work in collecting our shared moments with each other.”

Presenting the 2022 Grand Pride Parade Grand Marshall, Steven Louis Brawley



Logo of the St. Louis LGBT History Project, founded in 2007 by Mr. Brawley

THE 2022 ST. LOUIS GRAND PRIDE PARADE IS PRESENTED BY THE MCDONALD’S OF METRO ST. LOUIS CO-OP

Sunday June 26 at 11 A.M.

Begins at 10th and Tucker and runs along Festival grounds on Market St.



PrideSTL is grateful for the McDonald’s of Metro St. Louis Co-Op for bringing the Grand Pride Parade for 2022. Thank you for your support within our community, and thank you for your Pride here in St. Louis!



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We are proud to stand with you in advancing equality in St. Louis and every community we serve.





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The 2022 St. Louis Grand Pride Parade is presented by the McDonald's of Metro St. Louis Co-Op!

The McDonald's of Metro St. Louis Co-Op is a proud partner of PrideFest 2022!

Area Supervisor Curtis Jarvis and his partner Ryon who also works at McDonald's.

"McDonald's has been a big part of our lives our whole relationship. It has always been our main income, we have worked together and in different restaurants.



We have both learned all of our leadership and management skills at McDonald's. It has given us many opportunities to interact with many walks of life and know all kinds of different people.

I have learned a lot about myself and what

I can achieve, as crew person and a high-school kid I never would have thought I would ever be able to be assistant manager or a General Manager but now I have my dream job of being a supervisor for a fantastic organization.

Ryon is currently enrolled to go to Hamburger University in October, something he never thought would happen."





Meet Kieran Layton, Field People Officer for McDonald's Long Beach, California Field Office. Kieran is a shining example of what can happen when you're empowered to bring your authentic self to work – and he has the stories (and photos!) to prove it.



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71	9915 Watson Road	St. Louis	MO	63126	11454	102 Niagara Avenue	E. Alton	IL	62024
396	4422 W. Main Street	Belleville	IL	62223	11577	299 Mid Rivers Mall Drive	St. Peters	MO	63376
429	7300 N. Lindbergh	Hazelwood	MO	63042	11869	4200 Hampton	St. Louis	MO	63139
566	1110 Camp Jackson Road	Cahokia	IL	62206	12097	200 Given Drive	Flora	IL	62839
577	7241 Gravois	St. Louis	MO	63116	12187	4699 Hwy W & Hwy 30	Byrnes Mill	MO	63061
670	8127 Olive Blvd.	University City	MO	63130	12208	1010 E. Main	Union	MO	63084
933	1515 Johnson Road	Granite City	IL	62040	12343	10873 W. Florissant	St. Louis	MO	63156
1055	4979 Natural Bridge	St. Louis	MO	63115	12401	2208 State Street	Chester	IL	62233
1073	1160 S. Fifth	St. Charles	MO	63301	13641	1485 W. Broadway	Centralia	IL	62801
1209	12120 Manchester Road	Des Peres	MO	63131	13702	3165 N. Lindbergh	Florissant	MO	63035
1340	2400 Homer Adams Pkwy.	Alton	IL	62002	13870	1919 S. Jefferson	St. Louis	MO	63104
1530	12499 Natural Bridge Road	Bridgeton	MO	63044	14290	800 E. High Street	Potosi	MO	63664
1631	4620 S. Kingshighway	St. Louis	MO	63109	14524	1610 W Hwy 50	O'Fallon	IL	62269
1771	6300 N Illinois Street	Fairview Heights	IL	62208	15887	13600 Big Bend Avenue	Valley Park	MO	63088
2050	6863 Parker Road	Florissant	MO	63033	15889	8700 Parrshall Road	Hazelwood	MO	63042
2114	125 S. Belt East	Belleville	IL	62220	16605	708 N. State Street	Freiburg	IL	62243
2147	15204 Manchester Road	Ballwin	MO	63011	17373	604 E. Lincoln	Owensville	MO	65086
2216	12680 Dorsett Road	Maryland Heights	MO	63043	17635	7890 Mexico Road	St. Peters	MO	63376
2380	810 E. Broadway	Centralia	IL	62801	17911	520 Ramada Blvd.	Collinsville	IL	62234
2519	1704 Troy Road	Edwardsville	IL	62025	17928	1633 N. Highway 21	Pilot Knob	MO	63663
2750	10431 Page Avenue	St. Louis	MO	63132	17931	2005 Richardson Road	Arnold	MO	63010
2754	3883 Veterans Memorial Parkway	St. Peters	MO	63376	17948	3282 Telegraph Road	St. Louis	MO	63126
2875	#4 S. Old Orchard Road	Webster Groves	MO	63119	18113	110 Long Rd.	Chesterfield	MO	63106
3337	350 South Kirkwood Road	Kirkwood	MO	63122	19134	1890 Zumbeli	St. Charles	MO	63303
3386	4006 Lindell Boulevard	St. Louis	MO	63108	19156	2915 Hwy K.	O'Fallon	MO	63366
3430	1420 Hampton Avenue	St. Louis	MO	63139	19507	199 Spencer Road	St. Peters	MO	63376
3561	5904 S. Lindbergh	St. Louis	MO	63123	19630	713 S. Madison Rt 4	Lebanon	IL	62254
3564	1106 Kingshighway	Rolla	MO	65401	19987	1001 N. Main Street	O'Fallon	MO	63366
3926	#2 Plaza Drive	Bethalto	IL	62010	20318	6270 Hoadenshell Road	Hazelwood	MO	63042
4212	1110 Washington Sq.	Washington	MO	63090	20374	6261 Mid Rivers Mall Road	St. Peters	MO	63304
4338	503 Beltline	Collinsville	IL	62234	20706	425 Booneslick Road	New Florence	MO	63363
4402	Route 50 West	Salem	IL	62881	21353	5511 Godfrey Road	Godfrey	IL	62035
4649	105 Suppiger	Highland	IL	62249	22409	721 N. Jefferson Street	Mascoutah	IL	62298
4683	766 West Pearce Boulevard	Wrentzville	MO	63385	22735	10805 St. Charles Rock Road	St. Ann	MO	63074
4717	130 Arnold Cross Roads	Arnold	MO	63010	22810	10229 State Route 21	Hillsboro	MO	63050
4805	2 Ohren Drive	Litchfield	IL	62056	23002	1867 Bowles Avenue	Fenton	MO	63026
4840	101 McDonald Drive	O'Fallon	MO	63366	23391	100 Old Sugar Creek Road	Fenton	MO	63026
5004	101 Lamp & Lantern Village	Town & Country	MO	63017	23523	1595 S. Hanley	Brentwood	MO	63144
5158	706 Sta. Genevieve Drive	Sta. Genevieve	MO	63670	23755	6091 Center Grove Road	Edwardsville	IL	62025
5199	820 Veterans Avenue	Vandalia	IL	62471	23812	3701 Elm Street	St. Charles	MO	63301
5200	906 Carlyle Road	Belleville	IL	62221	24652	501 Old Smeizer Mill Road	Fenton	MO	63026
5344	1620 W. Union	Pacific	MO	63069	24837	727 W. Hanover	New Baden	IL	62205
5495	1302 North Market	Sparta	IL	62286	25124	717 E. Broadway	Alton	IL	62002
5690	24 Harvester Square	St. Charles	MO	63303	26194	588 N. 24th	East St. Louis	IL	62205
5881	911 S. State Street	Jerseyville	IL	62052	25237	5699 Fox Creek Road	Pacific	MO	63069
6107	733 W. Main	Carlinville	IL	62626	28011	515 S. Truman	Festus	MO	63028
6109	9408 Olive Blvd.	Olivette	MO	63132	28172	3298 Rider Trail South	Earth City	MO	63045
6260	6 Es Service Road	Sullivan	MO	63080	28635	1422 S. Main Street	Red Bud	IL	62278
6356	207 W. Karsch Blvd.	Farmington	MO	63640	27040	4407 Lemay Ferry	St. Louis	MO	63129
6418	1600 South State Route 127	Greenville	IL	62246	27144	647 West North Service Road	Wright City	MO	63300
6594	1090 Shackelford	Florissant	MO	63031	29673	106 E 3rd Street	Eureka	MO	63025
6670	4011 Bayless	St. Louis	MO	63125	31145	1156 Vaughn Road	Wood River	IL	62095
7047	1003 N Highway 47	Warrenton	MO	63383	31264	11521 Olive Boulevard	St. Louis	MO	63146
7096	411 N. State Street	Desloge	MO	63601	31291	1007 W. Main	Fredericktown	MO	63645
7136	25 West Port Plaza Drive	St. Louis	MO	63146	31302	1700 W. Columbia	Farmington	MO	63640
7249	103 McDonnald Lane	Troy	IL	62294	31370	885 Robert Raymond Drive	Lake St. Louis	MO	63367
7485	1150 Gannon Drive	Festus	MO	63028	31386	2144 W. Terra Lane	O'Fallon	MO	63366
7654	1119 N. Tucker	St. Louis	MO	63101	31594	681 N. 12th Street	Breese	IL	62230
7678	1701 Clarkson Road	Chesterfield	MO	63017	31595	1111 Bellefontaine Road	St. Louis	MO	63138
7686	1450 N. Main	St. Clair	MO	63077	31736	8983 Jennings Station Road	Jennings	MO	63136
7733	14026 Manchester Road	Manchester	MO	63011	31768	998 Knaut Road	Cottleville	MO	63376
7990	13559 Olive Street Road	Chesterfield	MO	63017	31769	1153 N. Green Mount Road	Belleville	IL	62221
8042	2045 Madison Avenue	Granite City	IL	62040	31778	3500 Hy Point Boulevard	Rolla	MO	65401
8058	18010 William Road	Carlyle	IL	62231	32176	3160 S. Service Rd.	Foristell	MO	63348
10476	5537 Telegraph Road	St. Louis	MO	63129	32216	109 E. Hwy 50	O'Fallon	IL	62269
10541	11727 State Rt 127	Nashville	IL	62263	32731	15 Florissant Oaks	Florissant	MO	63031
10570	1701 Hwy 2.	Pewee	MO	63070	32771	4001 Crusher Road	O'Fallon	MO	63368
10588	301 Aaron Drive	Cuba	MO	65453	32869	8866 Saint Charles Rock Road	St. Louis	MO	63114
10655	300 Columbia Centre	Columbia	IL	62236	33587	12955 State Route 21	Desoto	MO	63020
10672	728 W Main Street	Hillsboro	IL	62049	34125	15901 Manchester Road	Ellisville	MO	63011
10673	1 Rauckman Drive	Caseyville	IL	62235	35266	2701 Ridge Point Drive	High Ridge	MO	63049
10677	2605 N. Illinois	Swansea	IL	62226	35374	6100 N. Broadway	St. Louis	MO	63147
11003	8960 Page Avenue	Overland	MO	63114	36250	17171 Natural Bridge Road	St. Louis	MO	63121
11186	7259 Watson Road	Shrewsbury	MO	63119	36329	13050 Tesson Ferry Road	St. Louis	MO	63128
11198	7301 Westfield Plaza	Belleville	IL	62223	36399	8349 Enterprise Road	Bloomdale	MO	63627
11279	#2 Engineer Road	Pontoon Beach	IL	62040	36583	9191 State Route 140	Hamel	IL	62046
11421	199 E. Highway 47	Troy	MO	63379	37604	176 Market Place	Waterloo	IL	62298
11436	108 North Outer Road	Saint James	MO	65559					