



April 6, 2011

Dear Ally,

The Rochester PRIDE 2011 Committee is excited to announce the **First Annual Sassy in the South Wedge Event, Friday, July 8, 2011 from 5pm-9pm!** Sassy in the South Wedge will be the kick off to the week-long Pride celebration in conjunction with the raising of the rainbow flag in City Hall, which will take place from 4pm-5pm on July 8<sup>th</sup>.

Pride 2011 will take place this year from July 8 – July 17, 2011. Pride is a national movement dedicated to celebrating and raising awareness for the Gay, Lesbian, Bisexual and Transgender Community. Here in Rochester, we have been celebrating Pride for over 40 years!

This year Pride 2011 will be kicking off with the Sassy in the South Wedge Event with the goal of spotlighting and encouraging community members to visit the South Wedge neighborhood and businesses in the South Wedge. **Businesses in the South Wedge are encouraged to participate in this event by offering special deals on their food, drinks, merchandise and services during this time.** For those businesses who participated in the “South Wedge-ucation” event in September 2010, we are planning for a similar style event for Sassy.

Benefits for participating:

- We anticipate this event will draw between 200-250 people to the South Wedge and your business!
- Free advertising! Your business name will be listed in the Official Pride Guide and on the Pride Website, *The Empty Closet* (the GAGV’s monthly newspaper), through social media websites including *Facebook*, GAGV e-blast newsletters, as well as other Pride promotions.

Deadlines:

- May 15: If you would like your business listed in the June Pride insert of *The Empty Closet* (this edition is distributed throughout Rochester, Buffalo and Syracuse).
- June 15: To be listed in the Official Pride Guide insert of the July edition of *The Empty Closet*.

What you need to do:

- Fill out the enclosed registration form online or mail/fax/email it in
- Get excited for a great new summer event in the South Wedge!

For more information regarding the Rochester Pride Festival or the The Gay Alliance of the Genesee Valley, please visit our website at: <http://www.gayalliance.org/>. For any questions regarding the Sassy in the South Wedge Event or to send in your registration form please contact:

The Gay Alliance of the Genesee Valley  
875 East Main St. Suite 500  
Rochester, NY 14605  
585-244-8640 (phone)  
585-244-8246(fax)  
info@gagv.us

Thank you and we appreciate your participation in the First Annual Sassy in the South Wedge Event!