



EMBARGOED UNTIL 3.25.24 AT 9AM

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PRIDEFEST ANNOUNCES FESTIVAL HEADLINERS WITH EXPANDED FESTIVAL HOURS AND STAGES FOR 2024

Milwaukee, WI – Monday, March 25, 2024– Milwaukee Pride, Inc. - parent organization of PrideFest, Wisconsin’s largest LGBTQ+ event announces its festival headliners for the June 6-8, 2024, event. After two years of cancelations, PrideFest returned with back-to-back record-breaking attendance numbers in 2022 and 2023. This year marks the 36th edition of Pridefest; the event moved to the park in 1996. This year’s festival will be a three-day event running Thursday-Saturday, June 6-8, 2024.

“I’m thrilled to announce the expansion of our Thursday night programming to include an all-star lineup of world class entertainment on our SKYYLine mainstage,” said Wes Shaver, Milwaukee Pride President & CEO. He added, “If PrideFest is one thing, it’s never a copy and paste of the previous year’s event and we’re proud of that. And coming off the heels of incredible festivals in 2022 and 2023, we knew 2024 was going to require even more ingenuity and creativity to make the event feel familiar and all new at the same time. That’s the joy of this team’s collaborative nature!”

PrideFest’s SKYYLine Mainstage is proud to welcome R&B, pop and hip-hop sensation Mya, American Idol favorite and pop culture phenom David Archuleta, Swedish Synth-Pop duo Icona Pop, rap artist Cupcakke, “Murray’s Misfits” Las Vegas Spectacular featuring five of Vegas’ top illusionists, country up and comer Dixon Dallas and for Thursday night’s top spot: an exclusive, curated for PrideFest showcase featuring RuPaul’s iconic performers Alaska, Violet Chachki, and Envy Peru along with Ada Vox, American Idol Season 16 alum.

Festival goers will once again be impressed with an ever-growing Dance Pavilion lineup featuring the best in local talent combined with nationally and internationally known DJs. Dance Pavilion programming director Jorna Taylor has secured Mz Worthy (credited as providing “the most cutting-edge tech house coming out in the world”), as well as 88NINE Radio Milwaukee’s Kenny Perez. The Thursday-Saturday Dance Pavilion schedule will feature a variety of new and returning acts featuring drag performances, dance groups, acrobatics, special effects and more.

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PrideFest will feature five stages in 2024: The SKYYLine Mainstage, Dance Pavilion, The Intersection Stage, Children's Stage and Stonewall Stage & History Exhibit. The festival will use the north part of the park spanning from the Mid-gate all the way north, offering new experiences for the festival guest. As always, PrideFest will include a dedicated fireworks display over Lake Michigan on Saturday night, June 8th as well lighting the Hoan Bridge all weekend long.

Some promotions for the festival include a Throwback Thursday & Flashback Friday Happy Hour featuring Molson Coors and SKYY Vodka products at reduced pricing (1996 festival pricing in honor of the first festival at the park), Senior discounts that include \$15 reduced price admission for each day of the festival, and a Thursday night food-drive program to benefit VIVENT Health's food pantry. The food-drive is presented by Kroger Delivery proudly serving Pick n' Save; Kroger has committed to a \$1,000 donation of goods for the food pantry to further bolster items collected. Eligible items will be announced shortly.

To support the community at large during "Pride Weekend" in Milwaukee, Milwaukee Pride Inc. Board of Directors will support the Walkers Point neighborhood and their Sunday, June 9th offerings by sponsoring two block parties as well as the Milwaukee Pride Parade. Milwaukee Pride leadership is dedicated to fostering the growth of Sunday's neighborhood activities and will offer resources and assistance as needed to ensure for an inclusive, accessible, and fun filled parade day through Walker's Point.

"The Dance Pavilion isn't just about DJs and drag shows, it is about providing a big stage to showcase the myriad of diverse talent here in Wisconsin," said Jorna Taylor. "We were able to make some significant changes in 2023 which created more space and more diversity in types of performances on the stage and it was overwhelmingly welcomed by our guests. I cannot wait for everyone to see what we have in store for 2024 to show Milwaukee is overflowing with up-and-coming DJs, drag artists, hip hop artists, pop singers, dancers and so much more!"

Festival goers are encouraged to follow along on social media for daily updates and announcements as well as visiting www.pridefest.com for updated festival information regarding stage schedules, promotions, admission and more. Organizers will continue to announce acts, programming, and more as we approach the festival.

For more information, please contact Wes Shaver at wshaver@milwaukeepride.org or call 718-962-5639. Follow Milwaukee Pride on Facebook and Instagram for daily updates.