



August 14, 2024

**\*\*Statement from St Pete Pride Regarding Unaffiliated Event\*\***

It has come to our attention that a for-profit led group is planning to host an event using a name that closely resembles that of St Pete Pride. While we wholeheartedly support LGBTQIA+ businesses and organizations in St. Petersburg, we want to make it clear that we are not associated with 'Winter Pride' in any capacity.

We are disappointed that we were not consulted prior to the launch of the event and once we were, our concerns were disregarded. We continue to be concerned about the potential for confusion among our supporters and the broader community. The use of a similar name may lead people to believe that this event is endorsed by or connected with St Pete Pride, which is not the case.

As a nonprofit organization, our mission is to strengthen St. Petersburg's legacy of inclusion and diversity, providing a safe space for the education, self-exploration, and celebration of our LGBTQIA+ community and allies. Our team, comprised primarily of volunteers, works tirelessly to ensure that every dollar raised goes towards supporting our cause and making a positive impact in our community. Up to this point the event in question, however, has been organized by a for-profit entity with the primary goal of generating profit and driving business into their establishments, which fundamentally misaligns with our values and mission.

We believe it is important for our community to be aware of the differences between our organization and this for-profit led event. St Pete Pride is proud of our 20+ year history in St. Petersburg, and of the continued work with the LGBTQIA+ community to create opportunities for visibility, representation, and celebration for everyone within our community. Any attempt to use a name similar to ours could be seen as an attempt to misrepresent the event and mislead the public.

For more information or to confirm the legitimacy of any events associated with St Pete Pride, please visit our official website at <https://stpetepride.org> or contact us directly at [info@stpetepride.com](mailto:info@stpetepride.com).

Thank you for your continued support and trust in our organization.

St Pete Pride

