



**For Immediate Release**

**SOUTHERN NEW MEXICO PRIDE INVITES EVERYONE TO  
"EDUCATE, LIBERATE AND CELEBRATE" AT THE  
2010 GLBTQ PRIDE FESTIVAL  
June 18 - 20, 2010**

**May 3, 2010** – Southern New Mexico Pride proudly announces the dates for this year's GLBTQ Pride Weekend, which will take place from the 18<sup>th</sup> through the 20<sup>th</sup> of June, 2010. The theme for this year's event is "Educate, Liberate, Celebrate" and in keeping with the philosophy of Pride, all those who embrace diversity in its various forms are invited to attend. The Pride Festival itself will take place from 10am to 3pm on Saturday, June 19<sup>th</sup> at Pioneer Women's Park, 500 W. Las Cruces Avenue. Other events will include a kick-off concert on the evening of June 18<sup>th</sup> at the Rio Grande Theatre and a Pool Party on the evening of Sunday June 20<sup>th</sup> at the Desert Hills Pool in Doña Ana. For more information on these and other Pride-related events, interested parties are encouraged to visit the website at [www.SouthernNMPride.org](http://www.SouthernNMPride.org).

The Festival on June 19<sup>th</sup> will begin with a walking Parade through the Downtown Mall, led by Grand Marshall Jeff Stevens, co-owner of Save Mart on Valley Drive. The parade will be followed immediately by the Pride Awards, given to those who have made a significant contribution to the betterment of the GLBTQ community in Southern New Mexico, through their volunteerism, activism and/or community involvement. Nominations for 2010 recipients were accepted from February 1 through April 1, 2010. Recipients of this year's Pride Awards are Sharna Horn, Stephenne Rhodes and District 1 Councilman Miguel Silva.

Southern New Mexico Pride Festival 2010 is sponsored in part by Save Mart, New Mexico Centers, Convergys, KRWG, PFLAG, The Doña Ana Arts Council, Hilton Garden Inn Las Cruces, Las Cruces Convention & Visitor's Bureau, Pride Guide New Mexico, DMG, Anonymous in Memory of Gregory Myers, April Rebecca Tessmer, Frank Belyan and Paul Mach, Dr. Larry Roegge, Willman Certified Public Accountant, Beloved Pets, Shawn Dudley Reeves, The Art Of Birth and Wellness and Cecilia Tellez, M.D. For more information, visit [www.SouthernNMPride.org](http://www.SouthernNMPride.org).