



Miami Beach Chamber of Commerce, 1920 Meridian Avenue, Miami Beach, FL 33139,
www.miamibeachchamber.com

OFFICE OF MARKETING & COMMUNICATIONS,
Tel: 305.673.1300 EXT 3150
Alicia Pardey, Email: alicia@miamibeachchamber.com

PRESS RELEASE

FOR IMMEDIATE RELEASE
March 29, 2023

Miami Beach Chamber and City National Bank Celebrate Diversity and Inclusion at Miami Beach Pride Parade with their Retro Fitness-Themed Float!

Miami Beach Pride Celebrates 15th Anniversary with Action-Packed Programming and Entertainment

MIAMI BEACH, FL (March 29, 2023) --- The Miami Beach Chamber partners once again with City National Bank to show solidarity in support of amplifying the diversity, equity and inclusion culture. This year, to play off the parade's "Growing Stronger Together" theme, the Chamber/City National Bank float will show support through their 80's-themed, fitness frenzy float. The event will take place Sunday, April 16, 2023 at 11am, where chamber members and community members will gather at the float location to network and enjoy electronic dance music and new wave genres typical to what you would hear in an 80's dance class. The parade will start at 12pm and chamber members as well as community members are welcome to ride the float (space permitting) or walk alongside the float.

What originally began as a parade down Ocean Drive has now transformed into programming spanning 17 days that celebrate the LGBTQ+ community. The Miami Beach Pride festivities include lavish floats, a queer art showcase designed to support local artists, social justice night as the community faces increasing legislative attacks, celebrity guests of honor, live performances and much more. This year's 2-day festival presented by Celebrity Cruises has grown tremendously and promises to be the biggest and best iteration of Miami Beach Pride to date. With Miami Beach recognized as one of the most welcoming LGBTQ+ communities in the world, this year's theme of 'Growing Stronger Together' honors the progress made and the defiance needed for the future.

"With over 16 days of exciting events, there is truly something for everyone and we have maintained our commitment to keep much of our programming free for the community to be as inclusive as possible," says Bruce Horwich, Chairman of Miami Beach Pride. "Growing from a 15,000-person event in 2009 to now being one of the most celebrated Prides in the country with more than 170,000 attendees from all over the world, our goal is to honor our community all while having the message of unwavering resilience and uniqueness on full display along Miami Beach."

Events:

- [Pride Flag Raising Ceremony](#) at Miami Beach City Hall on March 31, 2023 at 6:00 p.m. EST
- [Pride Lights the Night Flip the Switch Event](#) at Euclid Oval (600-700 block Lincoln Rd) on March 31, 2023 at 7:30 p.m. EST.
- [Fun Dip by Sweet Spot Official Kickoff Pool Party](#) featuring DJ Deanne and DJ Abel at The Clevelander on April 1, 2023 at 1 p.m. EST.
- [Angel's Dinner](#) at Baia Beach Club on April 3, 2023 at 7 p.m. EST
- [Miss Miami Beach Pride Pageant](#) at Exchange Miami on April 4, 2023 at 7 p.m. EST
- [Pride Movie Night](#) at Rooftop Cinema Club on April 6, 2023 at 6 p.m. EST
- ['In The Wyld' - A Garden of Eve Preview Party](#) at Gaythering on April 7, 2023 at 8 p.m. EST.
- [Easter Family Picnic](#) at Pride Park on April 8, 2023 at 10 a.m. EST.
- [Queer Art Showcase](#) at Moxy Hotel on April 10, 2023 at 6:30 p.m. EST.
- [MDGLCC Spotlight Mega-Mixer](#) on April 11, 2023 at 6 p.m. EST.
- [Social Justice, Health & Wellness Evening](#) at O Cinema on April 12, 2023 at 6 p.m. EST.
- [VIP Beach Affair](#) at Lummus Park hosted by Sandra Bernhard on April 14, 2023 at 7 p.m. EST.
- [Miami Beach Pride Festival](#) at Lummus Park happening on April 15 and 16, 2023.
- [Miami Beach Pride Parade](#) on Ocean Drive will take place on April 16, 2023 at 12 p.m. EST.

For more information about these events and to purchase tickets, click the event listed above, or visit miamibeachpride.com

Featured Talent:

- Sandra Bernhard
- Jonathan Bennett
- Todrick Hall
- Shangela
- Paloma Mami
- Osmani Garcia
- GALE
- Goyo
- Jaymes Vaughan
- Inaya Day
- Albita Rodriguez
- DJ Dan Slater
- DJ Tony Moran
- DJ Whitney Day ft. Mindy Jones
- DJ Alex Ramos
- DJ Tatiana
- DJ Alex Ferbeyre
- DJ Josh Riptide

Activations:

- **Pride Parade along Ocean Drive presented by CAN Community Health;** On April 16th at Noon, chosen partners, organizations and charities all over the country assemble to be a part of the Parade as thousands march in solidarity along Ocean Drive to celebrate their Pride. Floats, cheerleaders, drag queen performers and more can be seen marching together, a showcase of how Miami Beach uniquely stands for Pride
- **AT&T Entertainment Stage:** Featuring our headlining talent on the south side of the festival, there will be a variety of high-energy performances on Saturday beginning at Noon and Sunday beginning at 2 p.m.
- **TD Bank Stage:** For all of our festival goers who come to dance, this is the place to be! With a stellar lineup of your favorite DJs, this stage will kick off on Saturday beginning at Noon and Sunday beginning at 2 p.m.
- **Capital One Cafe Community Stage;** A brand new stage featuring up-and-coming local talent so come find your new favorites!
- **Demesmin & Dover Garden of Eve Women's Pavilion:** This special tent for our ladies always has amazing music from an all-female lineup of DJs and is not to be missed!
- **Gilead Trans Pride Pavilion;** A trans-inclusive space highlighting trans-centered exhibitors, trans performers and DJs. Come see, meet and greet Advocate Grand Marshal and trans icon, Jazzmun, from 4-6pm on Saturday.
- **The Lawn at the Calming Pavilion;** A safe space for all differently abled attendees, youth and anyone who wants to take a break from the action, with tons of games and activities for all ages.
- **Jack Daniel's Airstream Activation;** Come take your insta-ready photos and enjoy an interactive tasting from one of the industry's most recognizable brands.
- **Vizzy and Molson Coors Airstream Activation;** For all of the beer and seltzer lovers, come and enjoy the latest flavors for that springtime sipping on the beach.
- **La Crema Inclusive Activation;** Get the full La Crema Winery walkthrough experience and taste all the rich varietals and bubbles La Crema has to offer.
- **IMG Health Clinic & SkyElements Grand Finale Drone Show;** Closing out the festival with a true visual spectacle on a scale never before seen in front of the iconic Ocean Drive skyline, more than 100 drones in a rich choreography will light up the night sky set to music.

About Miami Beach Chamber of Commerce

The Miami Beach Chamber of Commerce was formed in 1921 to promote the economic well-being of Miami Beach's citizens, to improve the quality of life for the entire community and to communicate the view of the business community on major issues of public policy.

###