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FOR IMMEDIATE RELEASE

TIMES SQUARE ALLIANCE AND PLAYBILL ANNOUNCE ALL-STAR LINE-UP FOR THIRD ANNUAL *PRIDE IN TIMES SQUARE* CELEBRATION

Free Programming Pride Weekend: June 28 - 29



Times Square, June 20, 2024 - [Playbill](#) and the [Times Square Alliance](#) announce details today about their third annual *Pride in Times Square* celebration of free events on June 28 & 29, 2024. With top-stage and screen celebrities, Broadway/Off-Broadway productions, local Times Square business promotions, a Youth Pride celebration, a Drag Pride celebration, the return of **The Big Broadway Disco**, and more, *Pride in Times Square* promises to be another exciting celebration and a great addition to New York City's celebration of Pride right at the Crossroads of the World.

Then, on Sunday June 30, 2024, the *Playbill Pride Float* returns to the NYC Pride March, supporting their partner [Pride NYC](#). Including a customized double decker bus and celebratory soundtrack played throughout the event, the Pride March participation helps to round out an amazing weekend of diversity, equity, education, and celebration.

Pride In Times Square is presented by **ViiV Healthcare**, and **NYC Pride**, with additional support from **SUMMIT One Vanderbilt**, **The National LGBT Chamber of Commerce (NGLCC)**, **The Mayor's Office of Media & Entertainment (MOME)**, **MOTTO by Hilton NYC Times Square** and **Open Jar Studios**.

Past *Pride in Times Square* events have attracted nearly 800,000 attendees who passed through the activations and enjoyed live performances during the two-day event with social media coverage garnering over 1.05 million social impressions. The third day, centered on one of the world's largest Pride marches, had an attendance at 2023 Pride March of 2.4 million people.

SLATED PRIDE IN TIMES SQUARE MAIN STAGE PERFORMANCES

(Performances are rain or shine with times & participants subject to change.)

FRIDAY JUNE 28TH

5:15-7:00PM –Broadway Pride Block Party

Proudly organizing NYC's official Pride events since 1984, this year, before the march, celebrate a kick-off to Pride weekend in partnership with **NYC Pride** and *Pride in Times Square* – presented by Playbill and Times Square Alliance. The **Broadway Pride Block Party**, hosted by **Rob Madge** (*My Son's A Queer*), invites Times Square guests to a free, live concert in the heart of the city, with performances and guest appearances from top Broadway and Off-Broadway artists and celebrities. This special concert brings together the best performers and artists celebrating the LGBTQIA+ community and its allies in a festive and heartwarming celebration, while reflecting on NYC Pride's mission to "keep these events free and safe for all".

Current participants slated to appear include **Madge**, Tony nominee **Jen Colella**, **Betty Who**, **Yola**, **Corey Mach**, **Storm Lever**, **Max Von Essen**, **Mary Kate Morrissey**, **Talia Suskauer**, **Gilbert Domally**, **Dee Roscioli**, **James Monroe Iglehart**, and more, with a full announcement of additional participants and additional shows to be announced Tuesday June 25th.

Shows scheduled to participate include *Back to the Future*, *The Book of Mormon*, *Chicago*, *Empire*, *The Great Gatsby*, *Hadestown*, *Hamilton*, *Hell's Kitchen*, *Illinois*, *The Lion King*, *Little Shop of Horrors*, *Merrily We Roll Along*, *The Notebook*, *The Play That Goes Wrong*, *Six*, *Suffs*, *Titanique*, *Water For Elephants*, *A Wonderful World: The Louis Armstrong Musical*, *The Who's Tommy* and *Wicked*

SATURDAY JUNE 29TH

11:00-11:45AM – SUMMIT One Vanderbilt presents the NYC Summer Youth Employment Program (SYEP) Pride Celebration

Proudly presented by [SUMMIT One Vanderbilt](#), members of the NYC Department of Youth and Community Development (DYCD), Mayor's Office of Equity & Racial Justice (MOERJ), NYC Unity Project, and more kick off Summer Youth Employment Program (SYEP) Pride! SYEP launched this initiative to connect young people who identify as LGBTQIA+ with supportive, welcoming paid summer jobs and career experiences. Join us for a high-energy celebration of this exciting program, including performances, stories, and guest speakers!

Participants scheduled to perform include **Elle Prado**, **Javier Flores**, **Aly Marquez** and **Brandon Francis**.

11:45-12:30PM – The National LGBT Chamber of Commerce Pride Celebration

The [National LGBT Chamber of Commerce](#) (NGLCC), business voice of the LGBTQ+ community and certifying body for LGBTQ+-owned businesses nationwide, and Grubhub, a leading U.S. food-ordering and delivery marketplace, will join *Pride in Times Square* to present NGLCC/Grubhub Community Impact Grant Program funds to NYC-based LGBTQ+ and allied bars and restaurants. Hosted by **Justin Nelson** (Co-Founder & President, NGLCC).

2:30-3:30PM – ViiV Healthcare presents: "Celebrate You!"

ViiV Healthcare celebrates the choices that make us all unique. *It's time to embrace-not-erase*. Audiences in Times Square will experience an amazing line up of proudly queer talent, here to celebrate and support our queens everywhere.

Participants scheduled to perform include RuPaul's Drag Race legends **Yuhua Hamasaki**, **Peppermint** (Broadway's *Head Over Heels*), **Jan Sport**, and **Scarlet Envy**, and TikTok star **Gioconda**!

5:15-7:30PM – The Third Annual Big Broadway Disco

Playbill and Times Square will "ignite the night" with the third-annual BIG BROADWAY DISCO – a large-scale street party that invites revelers to dance the night away to classic and contemporary Broadway songs and performances – all with a disco flare and performed in the heart of New York City. Hosted by **Bryan Campione**, guests will experience a Pride celebration like no other, while entertained by **DJ Mike Borowski**, fabulous wardrobe by **DW**, and more on Saturday June 29th beginning at 5:15pm. #BwayDisco.

Participants scheduled to perform include **Jay Armstrong Johnson** (*Parade*), **Eric Michael Krop** (*Godspell*), **Tracy McDowell** (*Motown*), **Galyana Castillo** (*Sweeney Todd*), **Rob Madge** (*My Son's A Queer*), **Darius Anthony Harper** (*The Preacher's Wife*), **Anne Fraser Thomas** (*Titanique*), drag star **Marti Cummings**, **Grant Evan** (*A Strange Loop*, Boston), **Bianca De Sarro**, **Kristen Plati**, **Karley Wasaff**, **King Queen**, **Ernest Terrelle Williams** and **Paris L'Hommie**. Specialty dancers are supported by **PJ Adzima** (Stage Time NYC).

INTERACTIVE PRIDE INSTALLATIONS

Audiences in Times Square will have the opportunity to connect with *Pride in Times Square* sponsors ViiV Healthcare, and SUMMIT One Vanderbilt for audiences to explore on Friday June 28th and Saturday June 29th. ViiV Healthcare will bring an interactive double decker bus into Times Square; the bus then becomes part of the NYC Pride March on Sunday June 30th down 5th Avenue. SUMMIT One Vanderbilt, the world's most immersive cultural experience and observatory located in midtown Manhattan, will bring an interactive installation for audiences to explore in Times Square.

TIMES SQUARE ALLIANCE BUSINESS & SOCIAL PROMOTIONS

The Times Square Alliance will celebrate the best of the neighborhood's Pride discounts, deals, giveaways, and special menu items from local businesses all month long. Special offers appear at [TSQ.org/PrideDeals](https://www.tsq.org/PrideDeals) from Times Square restaurants, shops,

shows, and attractions that celebrate and support the most colorful month of the year. Plus, experience #SignsOfPride in Times Square with displays of Pride on screens and billboards throughout the Crossroads of the World.

Use these links for [VIDEO](#) and [PHOTO](#) assets from last year's Pride in Times Square events.

For Additional Information, Including 2023 News Articles, Images and Videos, Visit:
<http://www.playbill.com/pride> and www.tsq.org/pride

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About the Times Square Alliance

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture, and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. www.TSq.org

About Playbill

Founded in 1884, Playbill is an internationally known trademark synonymous with theatre and is a symbol of the arts. Playbill Magazine is distributed to every Broadway theatre, most Off-Broadway theaters, and regional theaters and fine arts institutions in over 24 cities across the country. The company's website, Playbill.com, debuted in 1994 and continues to be the most trusted source of theatre news and information on the web, reaching nearly 2 million unique users per month. Playbill Online boasts the popular subsidiaries The Playbill Store, the online-only store for theatre fans; PLAYBILLder, the make-your-own Playbill site; and Playbill Jobs, the premiere job marketplace for the Broadway industry. Playbill Travel was introduced in 2011, focusing on chartering Broadway-themed cruises and additional vacations worldwide. The newest division, Playbill Events, curates and produces in-person and virtual events annually for audiences worldwide. www.playbill.com

About Pride NYC

Pride NYC (Heritage of Pride) works toward a future without discrimination where all people have equal rights under the law. We do this by producing LGBTQIA+ Pride events that inspire, educate, commemorate, and celebrate our diverse community. Our events offer a diverse array of opportunities to gather in activism, in protest, in celebration, and in advocacy. The variety of offerings across all our events represents the diversity of ways our community acknowledges and celebrates Pride. Volunteers are the foundation of our organization. Our events could not take place without the thousands of volunteers who devote their time performing a multitude of tasks across a wide range of disciplines including talent, marketing, and operations. Heritage of Pride, Inc is a 501(c)(3) non-profit organization that is funded entirely on the contributions of our community. <https://www.nycpride.org/>