

GAY PRIDE WEEK!

SUNDAY, 18: PICNIC -- Lake Park, Area 21
3 p.m. bring a dish

MONDAY, 19: ONE

TUESDAY, 20: GAY PICNIC -- East Side Community Center, 8 p.m.
512 East 45th

WEDNESDAY, 21: GAY BIRTHDAY PARTY
East Side Community Center, 211 East 45th
8:30 p.m. -- 2 p.m. until 7:00 p.m.
(Covered picnic for the best couples)

THURSDAY, 22: ACT UP! STREET CHANGES REVIEW -- 10 p.m.
Downtown and 7th St. LaSalle street

FRIDAY, 23: SEX SHOW FINE -- Lake Front at Queen's Point
10:30 p.m. (North Point)
bring your own drinks, etc. 5:00 p.m.
and 6:00 p.m. until 11:00 p.m.

SAUNDAY, 24: GAY DANCE -- LITS Music
D&E Pizzeria Lounge -- 9 p.m. until 2:00 a.m.

SUNDAY, 25: CHICAGO PRIDE DAY -- GAY PRIDE MARCH IN CHICAGO
Start 11:00 a.m. 311 North La Salle St. from 11:00 a.m. to 1:00 p.m.
Community Center, 311 N. La Salle
For more information, bus time and reservations
call the Gay Underground 872-2773 or 1-800-333-3333

JUNE 18-25

All Activities Sponsored by the Gay Underground, Gay Youth Coalition, and Gay Community Center Collective.



Milwaukee LGBT History Project, Inc.

LGBT Pride Celebrations in Milwaukee

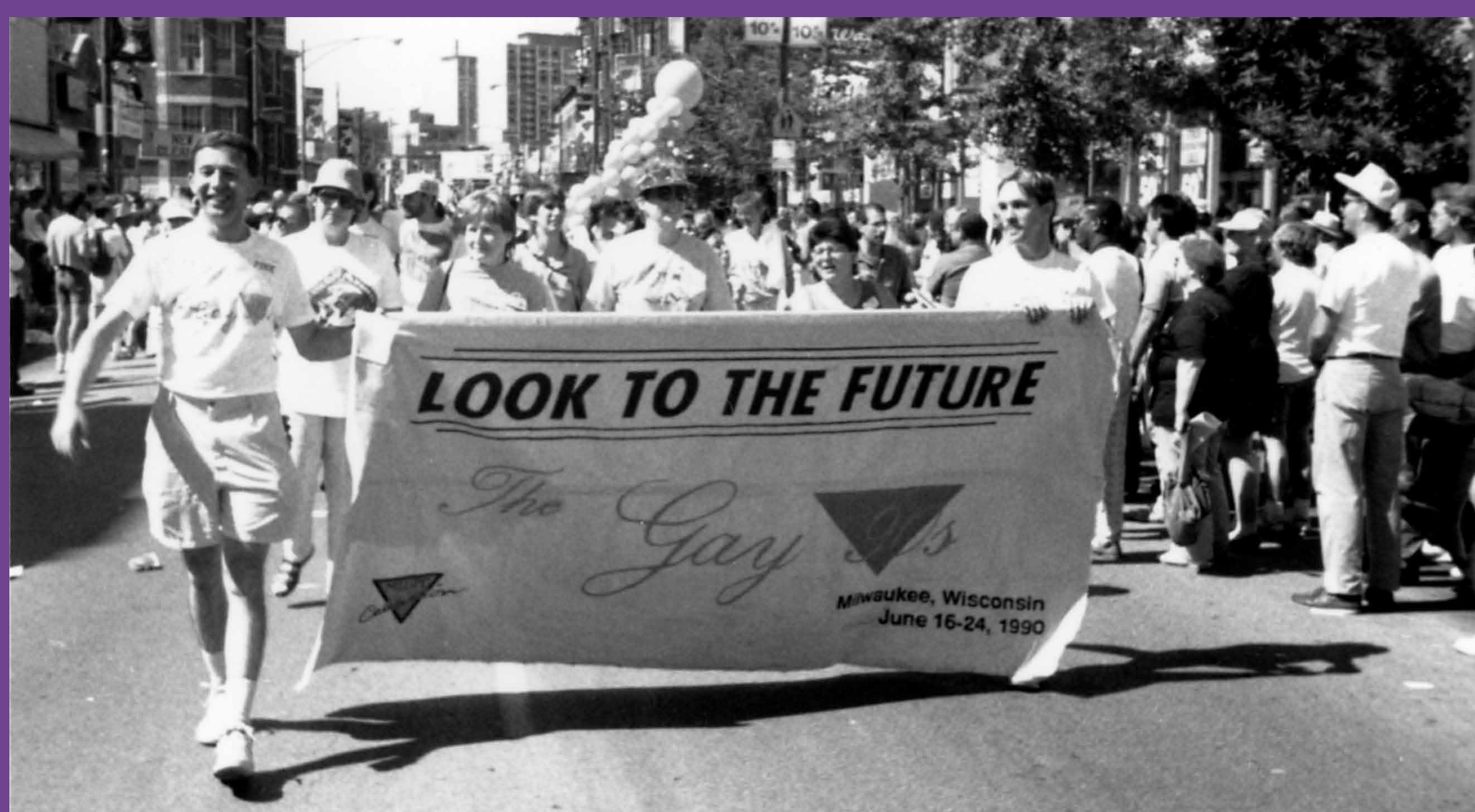
To mark the first anniversary of the Stonewall riots of 1969, gay liberation groups organized Gay Pride celebrations in Chicago, New York, Los Angeles and San Francisco. These were the first

of the annual LGBT Pride celebrations now held annually worldwide. Milwaukee's first Pride event occurred when the Gay Liberation Front (GLF) organized a "Gay Pride Week" in January 1971, which included parties, dances and cultural events. GLF repeated that success with a similar celebration in June 1972.

By 1973 GLF had been renamed Gay People's Union (GPU), and hosted the GPU Gay Pride Week, with a rally and dance, baseball games, potluck, and a Gay Power banner unfurled at the annual 4th of July fireworks. While there were sporadic gay days and picnics during the late 1970s and 1980s, Milwaukeeans typically traveled to Chicago to observe or march in that city's annual Pride parade. However, Pride events were held in Milwaukee in both 1980 and 1981, at MacArthur Square and Juneau Park respectively.

After the March on Washington in 1987, a new organization, Milwaukee Lesbian/Gay Pride Committee (MLGPC) formed. MLGPC held its first Pride event in 1988, complete with a softball tournament, ball, town hall meeting with elected officials and film festival. Several hundred people participated in the various events.

In June 1989, approximately 500 people marched the two miles from the bar district, to City Hall, and finally to Cathedral Square for a rally where another 500 people had gathered. A proclamation from Mayor John Norquist ending with the words, "We are proud of who you are" generated a great deal of controversy and threats of recall campaigns by religious-based conservative groups. That year's march and rally were the opening story on all three major news telecasts and was featured on the front page of the Sunday Milwaukee Journal, and became a rallying point for many people in the LGBT community to become more "out" and involved.





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LGBT Pride Celebrations in Milwaukee, *continued*

A march and rally were held at Cathedral Square again in 1990. In 1991, 1992 and 1993 the rally was moved to Juneau Park along the lake front, an area that could accommodate the growing crowds. Entertainment and food were added, creating a festival atmosphere.

For 1994, the MLGPC was transitioned into PrideFest Inc. Having outgrown the Juneau Park area, the new PrideFest event was moved to Veterans Park, with exhibits, several stages for entertainment, crafts-people and vendors, multiple food outlets and a full two days of activity. PrideFest '95 added fireworks, which is believed to be the first gay pride event in the nation to feature fireworks. By this time, approximately 15,000 people were attending the event.

The biggest accomplishment for Milwaukee's celebration of LGBT Pride was PrideFest's move to Henry W. Maier Festival Park in 1996. With permanent stages, paved grounds, lighting, food buildings, and vendor pavilion, PrideFest joined 13 other festivals that used the park for their events in the City of Festivals.

The story of Milwaukee's celebration of Pride includes a near bankruptcy in 2003, after which the community rallied to save the festival through fundraising and restructuring. As a result, the annual Pride Parade is now organized and funded by an independent organization, a coalition of bars and other groups.

By the 25th PrideFest celebration in 2012, Pridefest was routinely seeing attendance of 30,000 people and up. It typically has bands and other events running on 4 or 5 stages simultaneously (including several national headliner acts), a full-time Dance pavilion, a large marketplace with close to 100 vendors, and dozens of food venues. Complemented by an annual Pride Parade running through much of the LGBT bar district, Milwaukee is proud to host one of the largest LGBT Pride celebrations in the country.

