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FOR IMMEDIATE RELEASE

TIMES SQUARE ALLIANCE AND PLAYBILL ANNOUNCE THIRD ANNUAL *PRIDE IN TIMES SQUARE* CELEBRATION

Pride in Times Square, One of the Largest Broadway Pride Celebrations, will be a Two-Day Festival of Free Programming June 28-29 and a participant in the 2024 NYC Pride March



Times Square, February 23, 2024 - [Playbill](#) and the [Times Square Alliance](#) announced today they will partner for the third annual *Pride in Times Square* celebration of free events on June 28 & 29, 2024. Last year's *Pride in Times Square* included top stage and screen celebrities, talent from Broadway/Off-Broadway productions, local Times Square business promotions, Pride Piano Bar sessions, live DJ sets, the return of The Big Broadway Disco, and more.

Pride in Times Square 2024 promises to be another exciting event and a great addition to New York City's celebration of Pride at the Crossroads of the World. Then, on Sunday June 30th, the Playbill Pride Float returns to the NYC Pride March, supporting their partner Heritage of Pride ([Pride NYC](#)). Customized double decker buses from some of the events' sponsors will also join the Pride March rounding out an amazing weekend of diversity, equity, education, and celebration.

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.

"Playbill is extremely proud to take part in our third annual Pride celebration in the heart of New York City with our fantastic partner, the Times Square Alliance," said **Alex Birsh, Vice President and Chief Operating Officer of Playbill**. "For ten years, we have been honored to change our iconic yellow design to recognize the Pride Flag colors, celebrating this expansive and important community. And this year, we are even prouder to celebrate with another activation that celebrates the LGBTQIA+ community and its allies in Times Square. Playbill aims to be a leader in our community, and we look for this event to continue our tradition of standing with and behind our LGBTQIA+ friends, family, and allies. Here's to an amazing celebration with our partners, sponsors and the entire Broadway community."

"We are thrilled to partner with Playbill to host a Broadway celebration of Pride in Times Square for a third year in a row," said **Tom Harris, President of the Times Square Alliance**. "Playbill does a phenomenal job curating free events and programs with the Broadway community to celebrate Pride, and we are excited to involve our Times Square community to make this a unique theater district Pride celebration."

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

For anyone interested in sponsorship opportunities can reach out to partnerships@tsq.org.

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 Heritage of Pride

Heritage of Pride (Pride NYC) 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/>