

## **FOR IMMEDIATE RELEASE**

### **Hershey Pride 2023: Honoring Diversity, Celebrating Love, and Expanding Inclusion in Hershey [Hershey, PA], [June 24th, 2023, 3PM-6PM @ Chocolatetown Park]**

Hershey Pride, a grassroots Pride event in Central Pennsylvania, is thrilled to announce its highly anticipated return for 2023. Building upon the remarkable success of the last two years, Hershey Pride will continue its steadfast commitment to fostering an inclusive and vibrant community for LGBTQIA+ individuals on Saturday, June 24th, 2023, from 3PM-6PM at Chocolatetown Park (48 West Chocolate Avenue, Hershey, PA). The event will include vendors, activities, and a free live concert by GLAAD Award nominee Trey Pearson.

In the summer of 2021, as Pride gatherings faced cancellations due to the COVID-19 pandemic, a group of passionate individuals with expertise in event planning and community engagement came together with a shared vision. Their collective desire to create a grassroots Pride event led to the birth of the Hershey Pride in the Park festival at Chocolatetown Park in downtown Hershey. Hundreds of attendees' overwhelming response and support propelled the team to expand the event into subsequent years. 2022 witnessed remarkable growth in attendance, vendor engagement, and community involvement, highlighting the genuine need for an event that celebrated and elevated the LGBTQIA+ community in Hershey.

As Hershey Pride 2023 approaches, the planning team is excited to continue its tradition of organizing a spectacular event that celebrates diversity, love, and acceptance. The title sponsor for this year is The Hershey Company. The Belong Collective continues as the organizing sponsor. The planning team is excited to invite businesses, organizations, and individuals to consider sponsoring Hershey Pride this year.

"We are thrilled to bring back Hershey Pride for 2023, building upon the incredible success and support we have garnered in previous years," said Justin Douglas, Planning Team Member. "Hershey Pride is a testament to the power of community and the transformative impact we can create when we celebrate diversity and love. We invite everyone to join us and be part of this event."

Hershey Pride 2023 promises to be a joyous and uplifting celebration that embraces the LGBTQIA+ community, champions equality and encourages a more inclusive society. By fostering visibility, acceptance, and understanding, Hershey Pride continues to play a crucial role in championing a more inclusive Hershey and Central Pennsylvania.

For more information about Hershey Pride 2023, sponsorship opportunities, vendor availability, and how to get involved as a volunteer, please visit [www.hersheypride.com](http://www.hersheypride.com).

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