

PRIDE MONTH

JUNE

Pride Month is recognized every June and is dedicated to celebrating the LGBTQ+ community. Many pride events are held during this month, such as pride parades and festivals, to uplift LGBTQ+ voices.

Pride Month is dedicated to supporting the community's rights and the pursuit of equal justice.

HISTORY

Pride Month is celebrated in June to commemorate the Stonewall riots of June 1969, when LGBTQ+ community members fought back against police raids on gay bars in order to have places where they could be open about their sexuality without fear of arrest.

A year after the Stonewall riots, Brenda Howard, a bisexual activist known as "The Mother of Pride", organized events which we now know as the first New York City Pride March. Howard is largely credited for starting Pride Month.

One point to note is Pride Month is recognized in June and LGBT History Month is recognized in October.

To do justice to Pride Month, it's helpful know more about the history of the LGBTQ+ movement, and about the contributions of the community to our society. Click [here](#) to learn more.

TRADITIONS

During Pride Month, there are pride parades, festivals, and other events for everyone to embrace and celebrate who they are.

While this fact sheet is meant to provide a high-level overview, there are many different perspectives and ways to celebrate each holiday or heritage month.



ACTIVATION SUGGESTIONS

1. Proudly display rainbow flag (LGBTQ+ symbol) and rainbow colors.
2. Post a rainbow-themed sign that says "All Are Welcome" or "Ally."
3. Order "Ally" rainbow buttons for employees to wear during Pride month.
4. Organize groups to march in local LGBTQ+ parades and attend festivals.
5. Support LGBTQ+ owned businesses as vendors (ex: partner with an LGBTQ+ owned bakery or another vendor to round out your menu.)
6. Host events with LGBTQ+ partner organizations, such as PFLAG, GLAD, and HRC.
7. Consider a donation to or volunteer time at an LGBTQ+ charity of restaurant's choice.
8. Create a Customer Engagement Board with "My Favorite Thing about Pride Month" topic (bulletin board at entrance with customer notes).



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