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**Pride Live to Launch REBEL628 Campaign
Encouraging All Generations to Carry on the Stonewall Legacy**

Campaign will launch on April 9 at The Chapel at The Abbey in West Hollywood

New York, NY, April 2, 2019 – Pride Live, a social advocacy and community engagement organization for the LGBTQ+ community, today announced the launch of the REBEL628 campaign, a multi-year initiative that will empower and advance the fight for full LGBTQ+ equality across the globe. The launch will take place on April 9 at a dinner hosted by David Cooley and The Chapel at The Abbey in West Hollywood.

Founding members of REBEL628 include Adam Rippon, David Cooley, Levi Foster Jackman, Amber Whittington and Raymond Braun. Campaign programming will include quarterly live stream chats and panels, an easy-to-follow *Guide to Equality* with actionable items and impact data, as well as days of service supporting LGBTQ+ initiatives.

During the event, the inaugural REBEL628 Legacy Award will be awarded to Kurt Kelly, owner of the Stonewall Inn.

“The Stonewall riots are widely considered to represent the beginning of the fight for full LGBTQ equality. As the world prepares to celebrate the upcoming 50th anniversary of that historic night — on 6/28 — our goal is to help continue that legacy in a way that best responds to today’s community and ever-changing world,” said Pride Live board president Havilah Clarke. “We are extremely grateful to Wells Fargo, SAG-AFTRA, David Cooley and The Abbey, and the REBEL628 founding members for committing to this campaign and the Stonewall legacy.”

Wells Fargo is the Founding Partner of REBEL628 and is co-hosting the event. “This is an important opportunity to acknowledge the Stonewall uprising on its 50th anniversary,” said John Lake, Wells Fargo’s LGBTQ enterprise segment leader. “Wells Fargo is proud of our 30-year history of commitment to the LGBTQ community and grateful for the opportunity to support the REBEL628 campaign as it amplifies the Stonewall legacy to engage a new generation.”

SAG-AFTRA, the union representing performers and media artists, has also signed on as a supporter of REBEL628 and as sponsor of the evening. “SAG-AFTRA is thrilled to be involved in helping to commemorate this watershed moment in the LGBTQ civil rights struggle. Our core values as a union are aligned with this fight — solidarity, equality, diversity and empowerment. I’m proud that many of our members in the entertainment and media industry have been on the vanguard of lending their voices to create change and equality for LGBTQ individuals,” said SAG-AFTRA National Executive Director David

White, who serves as a Stonewall Ambassador along with Chief Operating Officer and General Counsel Duncan Crabtree-Ireland.

“The riots at Stonewall drew national attention to the regular attacks against LGBT people in this country. Similar incidents were happening all over, including here in Los Angeles at the Black Cat. Led by trans women of color, the people at Stonewall fought back and inspired a national movement that continues today. If not for them, we might not have the rights and privileges as LGBT Americans that we enjoy today. I’m proud to continue that fight and this event is a reminder of both how far we have come and how much work we have left to do,” added Cooley.

A limited number of individual tickets for booth seating only have been made available and can be purchased via Eventbrite:

https://www.eventbrite.com/e/pride-live-presents-nextgen-stonewall-launch-tickets-56670645426?ref=enivtefor001&utm_source=eb_email&utm_medium=email&utm_campaign=inviteformalv2&utm_term=eventpage

For more information about REBEL628, please visit www.pridelive.org.

About Pride Live

Pride Live is a 501(c)3 organization dedicated to accelerating awareness and support for the LGBTQ+ community via social advocacy and community engagement to advance the fight for full equality.

www.pridelive.org

About the REBEL628 Legacy Award

The REBEL628 Legacy Award is an elevated brick on a dark platform. The brick references the history of Stonewall and the spark of change, and the gold and upward drips speaks to the continuing forward motion of the LGBTQ+ community. The award was created by MONCHO1929.

About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a diversified, community-based financial services company with \$1.9 trillion in assets. Wells Fargo’s vision is to satisfy our customers’ financial needs and help them succeed financially. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, investment and mortgage products and services, as well as consumer and commercial finance, through 7,800 locations, more than 13,000 ATMs, the internet (wellsfargo.com) and mobile banking, and has offices in 37 countries and territories to support customers who conduct business in the global economy. With approximately 259,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 26 on Fortune’s 2018 rankings of America’s largest corporations. News, insights and perspectives from Wells Fargo are also available at Wells Fargo Stories.

About SAG-AFTRA

SAG-AFTRA represents approximately 160,000 actors, announcers, broadcast journalists, dancers, DJs, news writers, news editors, program hosts, puppeteers, recording artists, singers, stunt performers, voiceover artists and other entertainment and media professionals. SAG-AFTRA members are the faces and voices that entertain and inform America and the world. A proud affiliate of the AFL-CIO, SAG-AFTRA has national offices in Los Angeles and New York and local offices nationwide representing members working together to secure the strongest protections for entertainment and media artists into the 21st century and beyond. Visit SAG-AFTRA online at sagaftra.org.

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