

**FOR IMMEDIATE RELEASE**



**Global Superstar and Activist Adam Lambert to Curate and Perform at Pride Live’s 4<sup>th</sup> Annual Stonewall Day in Partnership With OUTLOUD: Raising Voices on June 6**

**Pride Celebration Honoring the Stonewall Rebellion to Feature Chelsea Clinton, Kim Petras, Sam Sparro, VINCINT, Conchita Wurst, Geena Rocero, Angelica Ross, Ryan Jamaal Swain, George Takei, Chely Wright, and more**

**OUTLOUD Will Create a Global Concert Experience From the Legendary Los Angeles Memorial Coliseum and Stream Exclusively on Twitch**

New York, NY, May 21, 2021 – [Pride Live](#), a social advocacy and community engagement organization for the LGBTQ+ community, today announced its fourth annual Stonewall Day, a global campaign to elevate awareness and support for the Stonewall legacy and the continuing fight for full LGBTQ+ equality. This year, Pride Live teams up with OUTLOUD: Raising Voices, the award-winning LGBTQIA+ PRIDE artist series, to kick off PRIDE month with a three-day, one-of-a-kind global concert experience to be held at the Los Angeles Memorial [Coliseum](#) in the heart of Los Angeles. June 4-6. Stonewall Day takes place on Sunday, June 6.

Tickets for the in-person event, which will closely follow all Los Angeles County health and safety protocols, are available at [TICKETMASTER](#). The event is also free to stream live each day from 4:00 p.m. Pacific time / 7:00 p.m. Eastern time – 10:00 p.m. Pacific time / 1:00 a.m. Eastern time, exclusively on Twitch @officiallyoutloud. For more up to date event information, visit [www.wearoutloud.com](#).

“The mission of OUTLOUD: Raising Voices is to give a stage to the LGBTQ+ performers and causes that are often underrepresented and deserve more time in the spotlight,” said Jeff Consoletti and Artie Kenney, Co-Creators of OUTLOUD. “Partnering with Pride Live and Stonewall Day this year is the perfect opportunity to unite our shared passion for honoring the work of the activists, advocates, allies and artists who have paved the way to today’s queer community.”

“This year we are putting the ‘live’ in Pride Live, as we celebrate the LGBTQ+ community and recognize the power and potential we have to change the world, in the spirit of the Stonewall rebels 52 years ago,” said Ann Marie Gothard, Co-Founder of Stonewall Day. “We created Stonewall Day with one purpose in mind – to never forget the courageous individuals who stood up for what they believed without realizing that their actions would set in motion a rebellion that would forever alter the course of LGBTQ+”

history. It is especially rewarding to join forces with OUTLOUD and many others to honor the most at risk in our community, our trans siblings of color, as well as the life-changing work of our Stonewall Day beneficiaries.”

Adam Lambert, on behalf of his [Feel Something Foundation](#), is curating the Stonewall Day line-up bringing together queer artists of diverse genres, generations, and cultural backgrounds to create a unique musical experience that captures the heart and soul of the LGBTQ+ community. Lambert headlines, with other performances by (in alphabetical order) Angel Bonilla, Chely Wright, Kim Petras, Keiynan Lonsdale, Sam Sparro, VINCINT featuring Parson James, Qveen Herby and Ty Sutherland, and Zhavia Ward. The day will also feature appearances and remarks by Angelica Ross, Blossom C. Brown, Chelsea Clinton, Conchita Wurst, David Dawson, Stonewall Day Executive Producer and National Chair Geena Rocero, George Takei, Imara Jones, Jordan Hull, Rafael Silva, Ryan Jamaal Swain, Silvia Vasquez Lavado, Valentina Sampaio, Yungblud, and Whoopi Goldberg.

“I am so excited to continue the partnership between the Feel Something Foundation and Stonewall Day, advancing the legacy of the Stonewall Rebellion, and supporting LGBTQ+ organizations and issues that continue to disproportionately affect the LGBTQ+ community,” said Adam Lambert. “I wanted to curate an event for Stonewall Day that was about queer performers, centered around the community. I am also very proud to bring Stonewall Day to Los Angeles, as we all carry the Stonewall legacy in our hearts, no matter where we are in the world.”

Friday, June 4 stars Sofi Tukker with Daya, Jake Wesley Rogers, LP Giobbi, Tygapaw, Madeline The Person, Ryan Cassata, and Saro, with Saturday, June 5 headlined by Hayley Kiyoko with Bronze Avery, Mykki Blanco, Crush Club, Kaleena Zanders, La Doña, Madame Gandhi, Brooke Eden, and Malia Civez, with more to be announced.

Central to this year’s Stonewall Day is a Text2Give campaign, with proceeds benefitting the resources, programming, and services offered by the two Stonewall Day beneficiaries: [TransLash](#) and [TransTech Social](#). Simply text **REBEL** to **243725** to donate to the Stonewall Day fund.

In addition, the event has been supported online and in the media by Stonewall Day Ambassadors, a collective of activists, artists, business leaders, influencers, and celebrities led by Nelson Griggs, President of [Nasdaq Stock Exchange](#). For a full list of Stonewall Day Ambassadors, please click [here](#).

LGBTQ advocacy organization [GLAAD](#) returns and has led all media outreach for Stonewall Day since 2019.

Join the conversation on social by tagging our handles and using the hashtag **#StonewallDay**.  
[Facebook.com/PrideLiveOfficial](https://www.facebook.com/PrideLiveOfficial), [@REALPrideLive](https://twitter.com/REALPrideLive) on Twitter, and [@PrideLiveOfficial](https://www.instagram.com/PrideLiveOfficial) on Instagram.

Pride Live's Stonewall Day 2020 brought the community together with a virtual Pride event featuring Presidents Obama and Biden, First Lady Jill Biden, Taylor Swift, Demi Lovato, Cynthia Erivo, Kesha, Hayley Kiyoko, Katy Perry, Christian Siriano, George Takei, Donatella Versace, and many more. In 2019, thousands of New Yorkers attended Pride Live's Stonewall Day outdoor concert in honor of the 50th anniversary of the Stonewall uprising. Stonewall Day 2019 was held on Christopher Street and welcomed unforgettable appearances and performances from Lady Gaga, Alicia Keys, Whoopi Goldberg, Andy Cohen, Don Lemon, Angelica Ross, Wilson Cruz, and more.

### **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. To learn more about Pride Live and Stonewall Day, please visit [www.pridelive.org](http://www.pridelive.org).

### **Feel Something Foundation**

The Feel Something Foundation (FSF), launched late 2019 by Adam Lambert, is a non-profit organization in support of LGBTQ+ human rights. Aiming to ensure support is given to the myriad of issues that continue to disproportionately affect the LGBTQ+ community, the foundation assists those charities that are moving the needle for communities of all ages and backgrounds. These are organizations that have a mission or project directly focused on impacting the LGBTQ+ community in areas of Education & the Arts; Homelessness; Suicide Prevention and Mental Health. To learn more about the work of the Foundation, visit [www.feelsomethingfoundation.org](http://www.feelsomethingfoundation.org), [Facebook.com/FeelSomethingFoundation](https://www.facebook.com/FeelSomethingFoundation), [@FSFoundation](https://twitter.com/FSFoundation) on Twitter, and [@feelsomethingfoundation](https://www.instagram.com/feelsomethingfoundation) on Instagram.

### **TransTech Social Enterprises**

Founded in 2014 by Actress, CEO Angelica Ross, [TransTech Social Enterprises](https://www.trans-tech.com) is an incubator for LGBTQIA+ talent from marginalized communities. The non-profit organization focuses on economically empowering transgender people through an online network of like-minded professionals as well as hard skills trainings and entrepreneurship workshops. TransTech members have access to an online community, training platform, and co-working /meet-up spaces.

## **TransLash**

TransLash centers the humanity of transgender people at a time of social backlash through the power of journalism and personal narrative. As story architects, our media 501(c)3 reaches hearts and minds using video, documentaries, zines, and digital media to decrease ignorance and hostility. Our WEBBY-nominated podcast extends our impact to trans and allied listeners across the globe. And we will not rest until the world is safe for all of us. That's why TransLash tells trans stories to save trans lives.

## **OutLoud**

OutLoud: Raising Voices, created by Jeff Consoletti and Artie Kenney, is an award-winning LGBTQIA+ artist's showcase. Set to debut as a live event in 2020, **OUTLOUD: Raising Voices** quickly pivoted to become one of the first virtual PRIDE celebrations, and featured performances and appearances by more than 40 artists, including Betty Who, VINCINT and Madame Gandhi. Follow @OfficiallyOutloud #WeAreOUTLOUD.

## **JJLA**

JJLA is a live event and experiential agency producing unexpected and innovative solutions for projects ranging from public concerts, festivals, and brand experiences, to corporate brand activations, trade shows, experiential tours, non-profit benefits, and private events. Founded in 2010 by Jeff Consoletti, the firm helps clients conceive and realize brand new event concepts or reimagine and reenergize established events in innovative ways. Featuring extensive experience in the entertainment, consumer products, sports, and non-profit industries, JJLA's offerings encompass overall event planning and production management services, site operations and logistical support, custom fabrication and event design and execution. Named as a 2020 Inc 5000 Fastest Growing Private Company, a Los Angeles Business Journal.

## **AKT Agency**

AKT Agency, sister agency of JJLA, is a dynamic talent-based entertainment company dedicated to creative talent acquisitions for major events, festivals, and award shows. Founded by Artie Kenney, in 2015 the firm provides its clients with strategic talent coordination and procurement to ensure all visions are met and exceeded. To learn more visit [www.aktagency.com](http://www.aktagency.com).

## **Twitch**

Launched in 2011, Twitch is an interactive livestreaming service and global community that comes together every day to create unique, live, and unpredictable experiences from the interaction of millions. It brings the joy of co-op to everything, from casual gaming and world-class esports to anime marathons,

music, and art streams. Twitch also hosts [TwitchCon](#), the biggest community event of the year, where tens of thousands of people come together to celebrate and connect with others who share their interests and passions. We're always live at [Twitch](#). Stay up to date on all things Twitch on [Twitter](#) and on our [Blog](#).

###

Media Contact:

Rich Ferraro | GLAAD  
[rferraro@glaad.org](mailto:rferraro@glaad.org)

