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**PRIDE LIVE'S STONEWALL DAY
LAUNCHES FIRST-EVER BRAND CAMPAIGN**

The campaign features LGBTQ+ community leaders, advocates and activists, promoting the annual benefit concert taking place on June 23 in New York City

New York, NY, April 12, 2023 – [Pride Live](#), a social advocacy and community engagement organization for the LGBTQ+ community, today unveiled its first-ever brand campaign -- entitled "Everyday Heroes" -- to celebrate and promote visibility for Stonewall Day 2023. Spotlighting everyday heroes as the overarching theme, the campaign features LGBTQ+ models who are community leaders, advocates and activists. The campaign is a first for Pride Live and its debut comes nearly a year before the official opening of the Stonewall National Monument Visitor Center (SNMVC). Pride Live has led the effort to establish the SNMVC, which will serve as the first LGBTQ+ visitor center within the National Park System.

"This campaign reflects our ongoing work to make sure everyone in the LGBTQ+ community is seen and heard," said Ann Marie Gothard (She/Her), President of Pride Live Board of Directors. "It also expands the reach and breadth of our signature event, Stonewall Day. We are honored to welcome David Correa and Mike Ruiz, and all who have participated in this campaign, to the Pride Live and Stonewall Day family."

The campaign includes raw, real, and candid anecdotes from each model, who share what impact they hope to have on the community, messages of hope for future LGBTQ+ generations, and the vital importance of the opening of the SNMVC and preserving the legacy of the Stonewall Rebellion.

"The Stonewall Uprising of 1969 and the movement that was born was possible because of everyday heroes, who are now giants in history," said David Correa (He/Him), the campaign's Creative Director and Executive Producer of Stonewall Day. "This campaign was inspired by people like them and I am in awe of the models featured. Their stories, the work they do and their commitment to our community is why Pride Live works tirelessly to ensure the legacy of Stonewall is never forgotten."

"It's such an honor to be able to lend my creative voice to Pride Live so that we can collectively continue moving things forward while commemorating the heroes who came before us," said Mike Ruiz (He/Him), Photographer, Art Director and Producer.

"Being a part of the Stonewall Day campaign during a time like this empowers me to grab the baton and fully immerse myself into the power of our ancestors," said Zayn Silva (He/They), Founder of TransAlike. "Every time one of us (LGBTQIA+) tells or shares our story, we become a trailblazer. Opening another door towards trans liberation. This campaign is a reminder that



we all deserve the opportunity to become that ‘every day hero’ someone needs, and we deserve our roses before we become ancestors.”

To increase exposure in the New York/Tri-state area, Pride Live has partnered with LinkNYC to display QR codes on static campaign visuals with links to registration for Stonewall Day 2023, which will be projected on screens at different LinkNYC stops across the five boroughs.

The Stonewall Day 2023 brand campaign was led by a team of creatives, stylists and artists, including Altorrin (He/Him), Niko Weddle (He/Him), J. Brandon Correa (He/Him), Ana Siguenza (She/Her) and Mike Vernazza (He/Him).

Pride Live has produced Stonewall Day for the last six years, elevating awareness for the Stonewall legacy and the ongoing fight for full LGBTQ+ equality. Stonewall Day Ambassadors have included Andy Cohen, Chelsea Clinton, Angelica Ross, Christian Siriano, Anna Wintour, Ryan Jamaal Swain, Donatella Versace, Dustin Lance Black, George Takei, Madonna, and Whoopi Goldberg, among many other influential luminaries. In addition to remarks from President Joe Biden, former President Barack Obama, Lady Gaga, Katy Perry, and Taylor Swift, Stonewall Day has previously featured a star-studded lineup of performers, including Cynthia Erivo, Kim Petras, Adam Lambert, Alicia Keys, Hayley Kiyoko, and Mila Jam. Stonewall Day trended sixth globally on social (2019), was voted the #1 Pride event by Cosmopolitan Magazine (2020), and had over 1.3M unique views on Twitch (2021).

Join the conversation on social by using the hashtag #StonewallDay and tag Pride Live: Instagram [@prideliveofficial](#); Facebook [@PrideLiveOfficial](#); Twitter [@REALPRIDELIVE](#).

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ABOUT PRIDE LIVE

Founded in 2012, 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. From working with the most marginalized and underrepresented organizations, to supporting the effort leading up to the declaration of Stonewall National Monument, and to conceptualizing and developing Stonewall Day, a benefit concert to elevate and boost awareness of the Stonewall rebellion and LGBTQ+ activism – Pride Live works in service of the LGBTQ+ community. To learn more about Pride Live visit www.pridelive.org.

ABOUT THE CREATIVE TEAM // CREDITS

David A. Correa, Campaign Creative Director / Executive Producer of Stonewall Day

David A. Correa is an Emmy nominated Producer and community leader who has served as Creative Director on several LGBTQ+ campaigns. A seasoned producer, his attention to detail coupled with his talent for storytelling, has led to impactful work, which provided space and gave voice to underrepresented communities.

Having spent several years working in the non-profit sector, specifically serving the LGBTQ+ community, David’s work also includes producing some of New York City’s biggest events. In 2019 he was the lead producer of WorldPride and the 50th Anniversary commemoration of the



Stonewall Riots. He has had the opportunity to work with artists like: Madonna, Grace Jones, Billy Porter, Whoopi Goldberg and many more. A passionate member of the community, David has used his voice to be a public advocate for all LGBTQ+ people.

David recently joined Pride Live as the Executive Producer of Stonewall Day. He is excited and honored to have the opportunity to work on an event that will help to continue the legacy of Stonewall.

Mike Ruiz, Campaign Art Director / Photographer / Producer

Mike Ruiz's mark on pop culture is undeniable. Mike is an autodidact having taught himself photography, film making, publishing, production, marketing and public relations. He is one of the most prolific photographers of his generation. His massive list of celebrity clients include Jared Leto, Anne Hathaway, Billy Porter, Billy Idol, Neil Patrick Harris, Chance the Rapper, French Montana, Cardi B, Ruby Rose, Katy Perry, Prince, Taraji P Henson, Justin Theroux, Anthony Mackie, Kelly Clarkson, Jim Parsons, Queen Latifah, Beyonce, Betty White and literally thousands of others.

Mike was named creative director and principal photographer for L'Officiel Fashion Book Australia, L'Officiel Fashion Book Monte Carlo taking them all out of obscurity and making them highly desirable titles. Mike also co-owns Photobook Magazine which he is also the creative director of.

Mike is most proud of his community service having supported such organizations as The Ali Forney Center, GMHC, The Trevor Project, Housing Works, It Gets Better Campaign, Live Out Loud, Project Angel Food, and GLAAD. He is also on the honorary board of the "Let There Be Hope" research foundation.

Mike has been honored with the Diamond Award from the Imperial Court of New York, The Ali Forney Center Advocate Award, GMHC's Hector Extravaganza Excellence Award and was named Grand Marshall for Pride in the cities of Albuquerque NM, San Antonio TX and Tampa FL. Mike was also honored with a proclamation from the City of New York and has had the US flag flown of the United States Capitol at the request of Congressman Adam Schiff, all in recognition of his tireless efforts on behalf of the LGBTQ+ community.

Mike Vernazza, Videographer

Growing up with a love for creative expression and technology, Mike Vernazza gravitated to film making at a young age. After earning a degree in film from The School Of Visual Arts NYC, he focused his craft on capturing stunning imagery all while documenting the stories of extraordinary individuals. After 15+ years in the industry, nothing has been more rewarding than getting to collaborate with some of the worlds most unique and genuine people.

Altorrin McIntyre, Fashion Stylist

Altorrin is a New York-based stylist and art director. His approach to styling is marked by dramatic silhouettes, a considered interplay of textures and patterns, and playful use of color. With his attention to detail, trend forecasting ability, and unflinching professionalism, Altorrin has worked with some of the world's leading brands and is fast becoming one of New York's most sought-after tastemakers.



J. Brandon Correa, Key Makeup Artist

With over 18 years of experience in the beauty industry, J. Brandon Correa has been a Key Makeup Artist for New York Fashion Week, worked with top artistry brands and has provided artistry for a variety of professional and celebrity clients such as Lil' Nas X, Indya Moore and Jennifer Lewis. Notably, his work has been featured on multiple billboards in Times Square, NYC.

Ana Siguenza, Lead Makeup Artist

A highly skilled and personable Makeup Artist professionally working in New York City. Ana has been working in the beauty industry for over 13 years gaining a true understanding of beauty trends and beauty preferences with clients ranging from Los Angeles to New York. She has worked on national campaigns for various beauty brands and most recently creatively led the creation of a series of promotional images for beauty influencer Meredith Duxbury.

Niko Weddle, Key Hairstylist

Niko Weddle is a NYC based hairstylist with over 24 years in the industry. His work has been featured in magazines such as V, Elle, Harper's Bazaar, L'Officiel and for brands such as Nars, Maybelline, Laura Mercier, Target, and Ralph Lauren

ABOUT THE MODELS

Zayn Silva (He/They)

Zayn Silva is a Black and Afro-Latinx transman, activist, and believer in Christ. Zayn is Founder of TransAlike, a digital ministry supporting Trans and Queer bodies to find safer spiritual spaces. They also serve as an Elder, preacher, and Commissioner for the Presbyterian Church. Currently, Zayn is one of the main plaintiffs in the first class action lawsuit against the Department of Education (Elizabeth Hunter, et al. v. U.S. Department of Education). This lawsuit asserts the constitutional and basic human rights of LGBTQ+ students, seeking to end the sexual, physical, and psychological abuses perpetrated under the religious exemption to Title IX at thousands of federally funded schools, colleges, and universities across America.

Corey Daniella Kempster (She/Her/Hers)

Corey Daniella Kempster is a queer and trans social worker, model, speaker and advocate. She is passionate about youth services and works in trans health to connect youth and young adults to vital care and comprehensive services. She has starred in the popular Snapchat show "The Dressing Room Challenge" and has graced the cover of *The New York Times Magazine*. Additionally she has been featured in publications such as *BuzzFeed* and *Teen Vogue*, and walked the runway for Dapper Q's fabulous Queer fashion show. She has advocated in Albany with state representatives for additional LGBTQ+ agency funding and has spoken at conferences, University of Michigan, Off-Broadway and more about topics ranging from queer love, gender expansiveness, and building trans affirming programming and housing.

Carson Tueller (He/Him)

Carson Tueller is a coach, speaker and activist whose work provides people with the tools they need to live authentic, fulfilling, and powerful lives. He has brought his work into various settings, from international nonprofits to presidential campaigns, and his work has been featured broadly throughout the media.



Ady Del Valle (He/Him/She/Hers)

Ady Del Valle is a model, advocate, creative and writer. Ady's platform, @thelatinxcreative, seeks to acknowledge and highlight Latinx and BIPOC creatives, through projects, collaborations and features. Representing body positivity in fashion, Ady has been featured in prominent publications like *Vogue*, *NowThis*, *WWD* and others.

Kamille Ejerta (She/They/Them)

Kamille Ejerta is an NYC-based pop artist born and raised in Queens. After experiencing a vision threatening emergency, art became a savior to her at a time when she needed hope. She now focuses on creating murals of inspirational figures in her unique style. Ejerta's works can be seen throughout the tri-state boroughs and abroad. Being both LGBTQIA+ and Asian American, she is passionate about creating artwork that represents inclusion and diversity for all communities.

Elssie Acosta (She/Her)

Elssie Acosta grew up in the Dominican Republic, but currently resides in Queens, New York. She's a creative who loves fashion, sustainability and nature.

Renee Ryan (She/Her)

Renee Ryan is a High-level strategic architect with close to 30 years of sales, management, operations, retail, wholesale, marketing, product development and on-air experience, with a proven track record in developing and building multi-million dollar businesses. Renee is also a co-founder of an art & fashion business – Art is Life; this business merges one of a kind artwork into wearable artistic fashions. Renee is a passionate advocate for the LGBTQ+ community, domestic violence and foster care, being at the intersectionality of all three. She is a survivor and continues to mentor and provide guidance to individuals within these groups. Renee is married to her partner, Steph, of 4 years and lives in sunny Orlando, FL.