



PRIDE LIVE RALLIES PROFESSIONAL SPORTS ORGANIZATIONS TO SUPPORT THE STONEWALL NATIONAL MONUMENT VISITOR CENTER

MLB, NBA, NFL, NHL, NWSL, PWHL, USTA, WNBA, and New York Giants, are official Founding Supporters of the Stonewall National Monument Visitor Center, which opens to the public on June 28.

NEW YORK – June 5, 2024 – [Pride Live](#) – a leading social advocacy and community engagement organization for the LGBTQIA+ community – today announced partnerships with professional sports leagues, organizations and beloved New York teams, in support of the [Stonewall National Monument Visitor Center](#) (SNMVC), the first LGBTQIA+ visitor center within the National Park Service that opens on June 28.

This coalition of official Founding Supporters includes Major League Baseball (MLB), National Basketball Association (NBA), National Football League (NFL), National Hockey League (NHL), National Women’s Soccer League (NWSL), Professional Women’s Hockey League (PWHL), United States Tennis Association (USTA) and Women’s National Basketball Association (WNBA), as well as the New York Giants. This group joins the New York Yankees, which was the first professional team to sign on in support of the SNMVC and is a Founding Partner. Additionally, with The Walt Disney Company providing support, ESPN is also part of this coalition.

“The essence of sports is grounded in community by bringing people together to cheer on and celebrate their favorite teams and athletes,” said Ann Marie Gothard (she / her), Chair of the Board of Directors, Pride Live. “We are overwhelmed by the support of these organizations, whose reach and impact serves as an inspiring vehicle for shaping an inclusive society. We welcome all sports fans to join us at the Visitor Center.”

Pride Live is forging strategic alliances with this influential group to demonstrate how sports unite groups of people from all walks of life to celebrate their shared passions, foster connections, and build community. This coalition reinforces the importance of inclusivity and representation across all sports spaces, and their support showcases how leagues and teams can rally together in solidarity for LGBTQIA+ players and the community at large.

As Pride Live continues propelling its commitment to uplift the LGBTQIA+ community, dynamic partnerships across all industries are vital in raising awareness and effecting change for full equality. With the integration of a range of sports collaborations, the affiliated organizations and teams are joining forces to host an array of Pride events and activations throughout June in support of the Visitor Center and other community engagements. Furthermore, this sports network provides a roadmap for other industries to model a unified alliance in support of the LGBTQIA+ community.

Culminating nearly six years of development and a \$3.2 million investment, the SNMVC will serve as an educational resource, offering an immersive experience and a rich tapestry of LGBTQIA+ history and culture through a variety of engaging programs, including in-person and virtual tours, informative lecture series, captivating exhibitions, a dedicated theater space, and inspiring visual arts displays. Upon entering the space, visitors will have a multifaceted learning experience that speaks to today's generations, encouraging them to carry forward the Stonewall legacy and the ongoing fight for full LGBTQIA+ equality.

The SNMVC opens on Friday, June 28, and entry for the public is free of charge. For more information on the SNMVC, please visit <https://stonewallvisitorcenter.org/>.

PARTNER QUOTES

ESPN

Kevin Martinez, vice president of ESPN Corporate Citizenship

"At ESPN, we know sports has the ability not only to break barriers, but also to bring people together to cheer on their favorite teams and athletes. ESPN is proud to join our parent company, The Walt Disney Company, and our fellow organizations in supporting the Stonewall National Visitor Center and the LGBTQIA+ community."

NHL

Kim Davis, Sr. Executive Vice President of Social Impact, Growth Initiatives, and Legislative Affairs

"The National Hockey League is committed to inclusion on and off the ice. This season, the NHL has invested more than \$75,000 to support LGBTQIA+ organizations in cities around the world. Leaguewide, all 32 NHL Clubs hosted a Pride Night which supported nearly 100 LGBTQ+ organizations across North America. Investing in the SNMVC is an important part of the League's effort to help create a safe, welcoming environment for our fans and future fans."

PWHL

Amy Scheer, Senior Vice President, Business Operations

"We are honored to stand alongside Pride Live and many leading sports organizations in support of the Stonewall National Monument Visitor Center. In our inaugural season, we have made it a priority to champion inclusivity within our league and our broader communities. We are proud to expand those efforts by supporting this historic initiative to honor the Stonewall legacy."

MLB

Billy Bean, Senior Vice-President, DE&I, and Special Assistant to the Commissioner

"Major League Baseball is proud to support the incredible accomplishment of creating the Stonewall National Monument Visitor Center. The launch of the LGBTQIA+ civil rights movement, which began just 55 years ago, is indelibly woven into the fabric of NYC. The center will serve as a legacy to so many courageous LGBTQIA+ pioneers who dedicated their lives to fighting for equality. It will provide us a glimpse of how far we've come, but also a clear reminder of how much work there is still to do."

USTA

Marisa Grimes, Chief Diversity, Equity and Inclusion Officer

“We are honored to be a part of such an important initiative with Pride Live. We aim to use tennis as a platform to foster an inclusive community that is open and welcoming to all. The SNMVC provides a space to educate, empower and engage everyone around LGBTQ+ history and equality, and we are proud to support those efforts.”

MEDIA INQUIRIES

Please contact pridelive@id-pr.com for press inquiries.

ABOUT PRIDE LIVE

Founded in 2012, Pride Live is a 501(c)3 organization dedicated to accelerating awareness and support for the LGBTQIA+ 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 LGBTQIA+ activism – Pride Live works in service of the LGBTQIA+ community. To learn more about Pride Live visit www.pridelive.org.