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NEWS RELEASE

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PFLAG SALISBURY ANNOUNCES THE 2024 FLAG RAISING AND THE SHOW YOUR PRIDE CAMPAIGN

PFLAG Salisbury is pleased to announce that the 2024 rainbow flag raising in the City of Salisbury has been moved to a new location. The event formally kicks off Pride Month on the Lower Shore and will occur on June 1st, 2024, at noon at 304 Carroll Street. PFLAG Salisbury also welcomes businesses, groups, and individuals to participate in the Show Your Pride Campaign. In partnership with the Downtown Salisbury Business Alliance, starting June 1st, businesses and buildings in the City will illustrate their support for the LGBTQIA+ community by displaying pride flags and banners. People are invited to take photos of these efforts and post them on Instagram using the #SBYPride. A winning photo will be selected.

PFLAG Salisbury is proud of the myriad of accomplishments made in the past nine years, including the conduction of needs assessments, influencing the passage of a gender-neutral bathroom ordinance in the City of Salisbury, establishing the Salisbury Pride Parade and Festival, hosting countless community-building events, supporting families, engaging in legislative advocacy in Annapolis that has resulted in the passage of critical legislation, and much more. Foremost among the list of accomplishments is our beloved crosswalk, whereas PFLAG Salisbury made history in 2018 by unveiling the first rainbow crosswalk in the State of Maryland. Installed by more than 60 PFLAG Salisbury volunteers with donated paint and materials, individuals traveled as far as three hours to participate. Immediately after its introduction, the crosswalk became a symbolic celebration of diversity and inclusion, acting as a beacon of hope for many. Located between South Division and Market Street in front of the Wicomico Public Library, the crosswalk has been a prominent feature during community events such as the National Folk Festival. On June 26th, 2021, well over 125 volunteers came together to celebrate Pride and make history again. In a momentous occasion, two new sections were added, introducing the State's first progress pride and trans pride crosswalks. Stewarding the unique configuration of the Salisbury Rainbow Crosswalk is a labor of love, and it is maintained and repainted annually by PFLAG Salisbury volunteers at no cost to the taxpayers.

PFLAG Salisbury is a chapter of PFLAG, the first and largest national organization dedicated to supporting, educating, and advocating for Lesbian, Gay, Bisexual, Transgender, Questioning/Queer, plus (LGBTQIA+)

people and their families. PFLAG envisions a world where diversity is celebrated and all people are respected, valued, and affirmed, inclusive of their sexual orientation, gender identity, and gender expression. By meeting people where they are and collaborating with others, PFLAG realizes its vision by providing support for families, allies, and people who are LGBTQIA+; providing education about the unique issues and challenges facing people who are LGBTQIA+; and providing advocacy in the community to change attitudes and create policies and laws that achieve full equality for people who are LGBTQIA+. To learn more about PFLAG Salisbury, visit www.SalisburyPFLAG.com

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