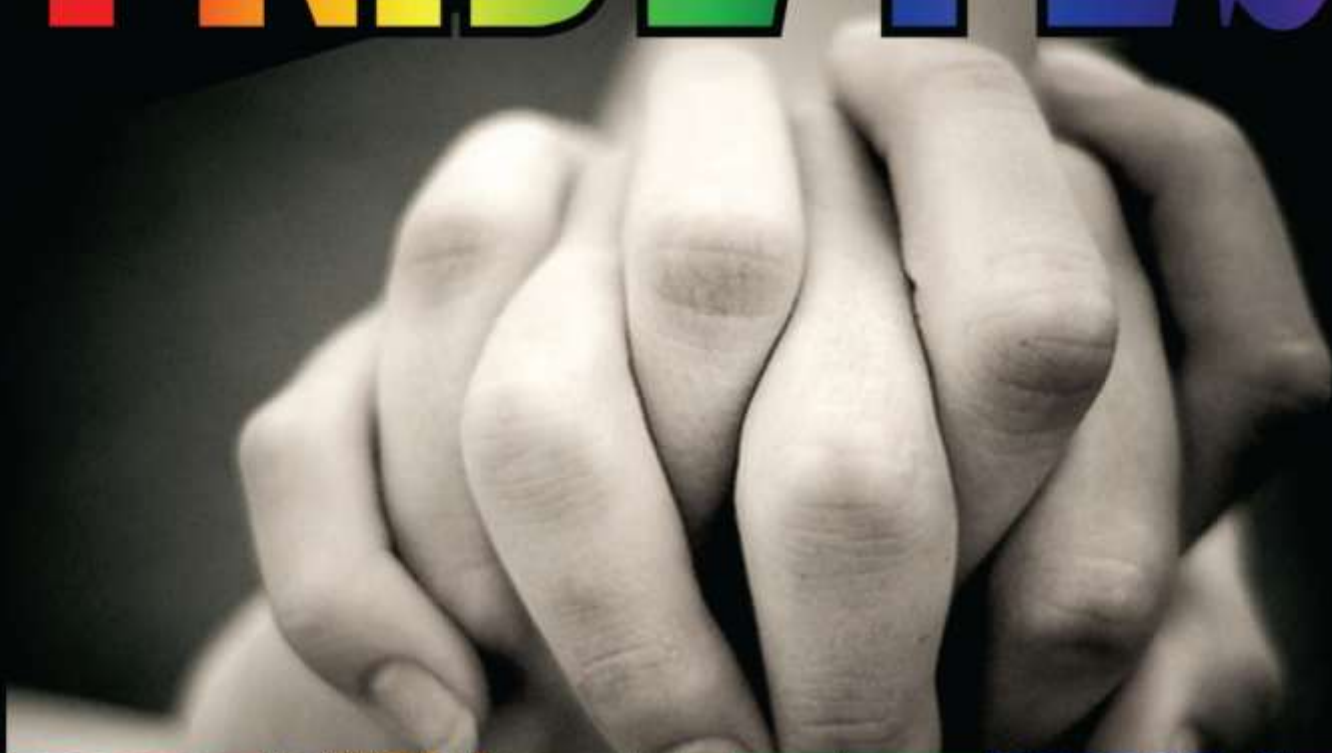


BATON ROUGE

PRIDE FEST



SATURDAY, JUNE 25TH

Noon-6 p.m. * The Belle of Baton Rouge Atrium @ 102 France Street

We do what neighbors have always done
for one another: We help you through your
most difficult times.



The idea of losing a loved one is something most would rather not think about. And yet, more and more people are finding value in planning with us. One reason is all the exclusive benefits we can offer through the Dignity Memorial® network, such as our One-Of-A-Kind Memorials, thoughtful tributes that recognize the importance and value of those who have passed on. But what people tell us they most appreciate is the way planning freed them to celebrate the life of one whom they will always remember. With respect and with dignity.



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ONE-OF-A-KIND MEMORIALS | GRIEF COUNSELING | BEREAVEMENT TRAVEL PROGRAM | SERVICE GUARANTEE

Welcome to the 5th

BATON ROUGE PRIDE FEST

It's hard to believe this is our fifth year to offer this celebration of our community and all it has to offer.

We hope you'll agree the whole year of planning that's gone into this year's Baton Rouge Pride Fest was worth the effort – and that you leave today better educated about the services available in our community, excited about the day you've had networking with old and new friends and motivated about ways you can play a part in building a sense of commUNITY and making our area an even better place to live. Of course, we also hope you enjoy the food, fun and entertainment, too.

This fifth year of Pride Fest truly gives us a lot to be proud of.

- We're back in this great location.
- We've been blessed with great sponsors again this year. Please check out the list at the back of this program and on the banners around today – and be sure to tell them thanks for their support of this event and our community.
- We've had a dedicated planning team and partners, and all of them have worked diligently to offer a bigger and better event to you this year. They're listed on this page, and I just can't say enough about how much work they've done. Be sure to join me in telling them thanks for their part in this year's Pride Fest!
- We've been fortunate that many others who weren't on the team pitched in to secure donations, produce advertising and posters and much more. There are just way too many people who've played a role to begin to thank them all.
- We've also been graced with a number of entertainers willing to show you a good time. Thanks to all of them for being here today.
- We're lucky to be able to honor James Chinn, aka Trixie LaRue, as grand marshal for his many years of dedicated service in our community.
- And last, but certainly not least, Mayor Kip Holden proclaimed June 25, 2011, as LGBT Pride Day in the city-parish – his second time to recognize this event and our community with such an honor.



Those are just a few of the things. It's been a great year, and all of us on the Pride Fest team are proud about bringing this event to you and excited about what the future holds.

Enjoy the entertainment. Have some food or a drink. Visit with the 40-50 organizations and businesses in our resource fair. Meet some new friends... Whatever it takes, have a great time!

If today's events foster a spirit of pride that stays with you all year long, we've done our job. Even better, we hope you leave with a sense of commUNITY that grows through your interactions with others in the months and years to come!

–Tom Merrill, Baton Rouge Pride Fest Chair

P.S. Tell us what you thought about today's events by taking our online survey at www.surveymonkey.com/s/BRPride.

Baton Rouge Pride Fest 2011 Planning Team and Partners

Ray Acardo	Bonnie J. Jones
Becky Cangelosi	Peter Lewis, Sr.
John Deshotel, Jr.	Tom Merrill
Shad Duplessis	Rev. Keith Mozingo
Daryl W. Ingle <small>(Chica LaRouge)</small>	Mike Smith
Presley Hutchinson	Jake Stout

And Our Partners:

Metropolitan Community Church of Baton Rouge
Krewe of Apollo Krewe of Divas And Others

Special thanks to Carlos Perez for program cover design and to Carlos and Melisa Rad for designing posters

Honorary Grand Marshal: Trixxie LaRue

Some of you know him as James Chinn, but probably more of you know her as Trixxie LaRue. Either way, the Baton Rouge Pride Fest is



pleased to recognize one of our community's heroes as this year's honorary grand marshal.

"He's just the sort of person who makes you feel good and feel good about being yourself." That quote from one of our Pride Fest team members probably best sums up why Trixxie, aka James, was the unanimous choice for this honor in 2010.

As can be seen by the photo above, Trixxie has been a member of the Krewe of Apollo for more than 12 years and has "costumed" for its ball and participated in a variety of other fundraising events. But the public service doesn't stop there. Trixxie also is a NoH8 promoter, Cancer Society promoter and a NO AIDS Task Force supporter and promoter and is currently promoting St. Jude Children's Research Hospital and its battle with cancer and other childhood diseases.

As a host at Splash Nightclub and its predecessors for more than 20 years, many people have been greeted there and other places in the community by hearing, "Hi. I'm Trixxie!" as he goes out of his way to make people feel comfortable and welcome.

Voted the 2010 emcee of the year in the Pride One Awards, Trixxie was selected to host the 2011 Krewe of Divas Pride Ball. She's also a former Miss New Orleans (1988) and Miss Apollo Baton Rouge (2001).

For those reasons and many more, it is our pleasure to honor Trixxie LaRue / James Chinn as the 2010 grand marshal of the Baton Rouge Pride Fest.

BATON ROUGE PRIDE FEST 2011

The one pride celebration not to miss!

Saturday, June 25, 2011

Noon to 6 p.m.

Belle of Baton Rouge Atrium

Entertainment

by Josh Duffy, Grown Ass Women, the New Orleans Gay Men's Chorus, the Krewe of Divas and more

Resource Fair

involving community groups and businesses

Blessing of Relationships

like no other

Plus Much More

including food, fun, cash bar, HIV testing, kid's play area...

On the Atrium Stage

Noon	Welcome by Murphy, Sam and Jodi, Special Guest Emcees
12:15 p.m.	Krewe of Divas
1 p.m.	Announcements/Door Prizes
1:15 p.m.	Cajun Cove Idol Finalists
1:30 p.m.	Josh Duffy
2:30 p.m.	Announcements/Door Prizes Honorary Grand Marshal Presentation Blessing of Relationships Michael Sandlin
3 p.m.	Cajun Cove Idol Finalists
3:15 p.m.	N.O. Gay Men's Chorus
4 p.m.	Announcements/Door Prizes
4:15 p.m.	Grown Ass Women
5 p.m.	Announcements/Door Prizes
5:15 p.m.	Grown Ass Women
5:55 p.m.	Door Prizes/Thanks for Attending
All Afternoon	Tatia Coco, DJ

Southeast Side of Atrium

All Afternoon Children's Play Area

Around the Atrium

All Afternoon Resource Fair

Mayor Holden proclaims 'Pride Day'

Baton Rouge/East Baton Rouge Parish Mayor-President Kip Hoden recently signed a proclamation declaring June 25, 2011, as LGBT Pride Day in the city-parish.

The move came at the urging of members of the Baton Rouge Pride Fest team.

Our thanks to the mayor for recognizing the importance of our community to the area, and special thanks to Tom Merrill of MCCBR/Pride Team for his work in helping to make this happen.

The mayor's proclamation, which can be seen at right, reads, in part: "Whereas Baton Rouge is a city composed of a great variety of diverse people, cultures, religions, sexual orientations, languages and customs, and whereas the gay, lesbian, bisexual and transgendered communities have contributed to the City-Parish of Baton Rouge/East Baton Rouge through active involvement in cultural and economic progress, now, therefore, I, Melvin "Kip" Holden, Mayor-President of Baton Rouge and the Parish of East Baton Rouge, hereby do proclaim June 25, 2011, as LGBT Pride Day."



The proclamation signed by Mayor Kip Holden declares June 25 LGBT Pride Day in the city-parish.

2011 Baton Rouge Pride Fest Resource Fair Participants

AIDS Law of Louisiana Inc.

APAWS

Baton Rouge AIDS Society (BRAS)

Baton Rouge Community Radio (WHYR 96.9 FM)

Cajun Cove

Capital City Alliance

Caring Clinic of Louisiana

Cox Communications

Dow (GLAD)

Dow Louisiana Federal Credit Union

Embassy Suites Hotel Baton Rouge

First Thursday Social Group

Forum for Equality

Freedom of Choice AA

Funky Munky

Gay Alliance for Legal Equality (Southern University Law Center)

GetEqual Louisiana

Green Energy Solutions

*Greenoaks Memorial Park, Funeral Home
& Reception Center*

Human Rights Campaign

J. America Music / Josh Duffy

Krewe of Apollo Baton Rouge / AIDS Crisis Fund

LGBT and Allied Professionals Network

LGBTQ Project

Louisiana Campaign for Tobacco Free Living

Louisiana Stonewall Democrats

Louisiana Trans Advocates

Mark Akchin, Realtor

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Metropolitan Community Church of Baton Rouge

New Orleans Gay Mens Chorus

Nola Masquerade

Office of Public Health, STD & HIV/AIDS Prevention,

Louisiana Wellness Centers Project

OutLaw

PFLAG Baton Rouge

Planned Parenthood Gulf Coast

Salon Atria

Shear Illusions Salon

Spectrum

Starbucks Coffee Co.

Tiger Truck Stop

Unitarian Church of Baton Rouge

University Presbyterian Church

10/31 Consortium (Baton Rouge Halloween Parade)



Join us again next year!

Mark your calendars now
for the

Baton Rouge Pride Fest

on June 30, 2012

at the

Belle of Baton Rouge Atrium

**We hope you had a great
time at this year's Baton
Rouge Pride Fest!**

**Tell us what you thought
by taking the brief survey at:**

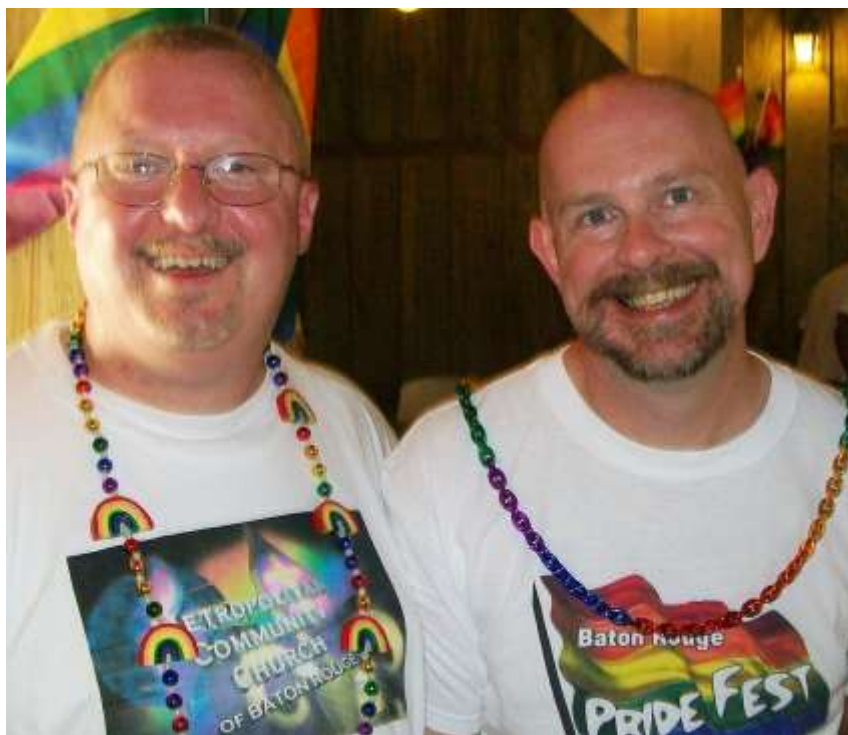
www.surveymonkey.com/s/BRPride

**Help make next year even
better!**



**We're glad to have
worked with and
sponsored the
Baton Rouge Pride
Fest for five years.**

**Congratulations to
Trixxie LaRue on
being honored as
this year's grand
marshal!**



Tom Merrill & Rick Cain

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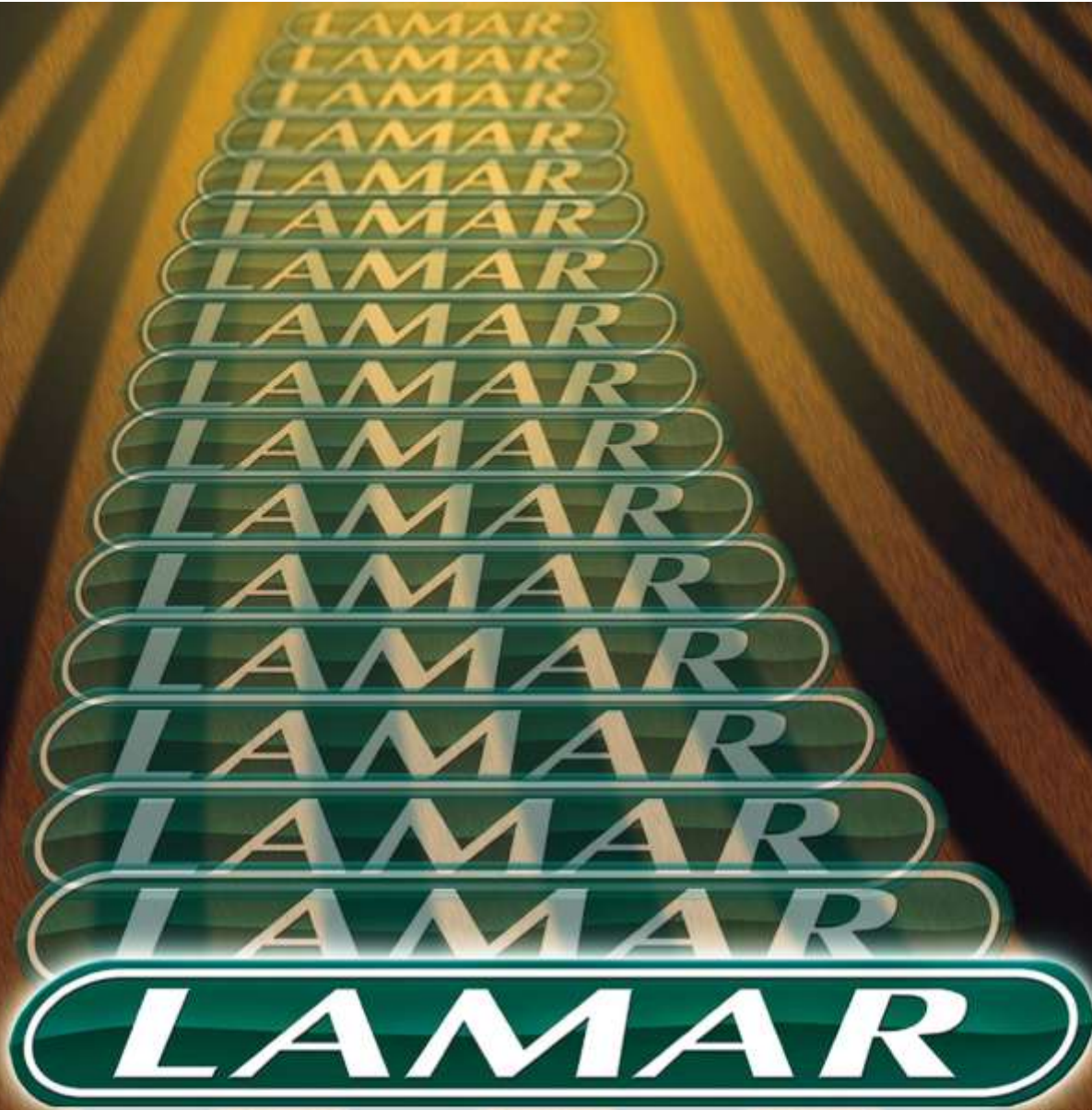
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We're proud to support the Baton Rouge Pride Fest again this year

Dr. J. David West and Dr. Billy F. Dudley

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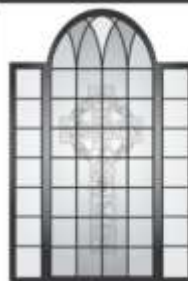


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LetsBeTotallyClear.org

Many Beliefs
One Community
A Better World

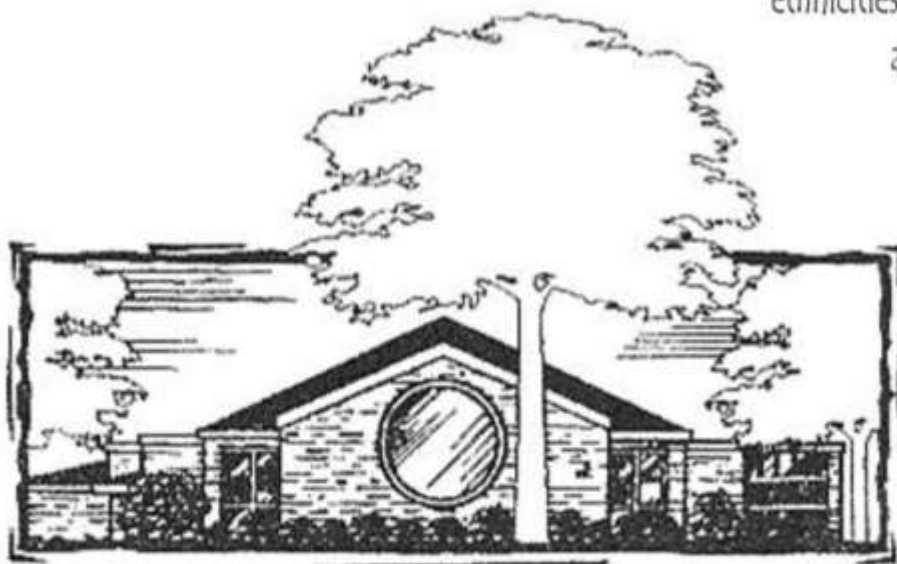


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2011 Baton Rouge Pride Fest Survey

1. Thanks for your time and responses

By completing this survey, you can help us to make future Baton Rouge Pride Fests better and better.

1. Please rate your impression of the location.

	Excellent	Good	Fair	Poor
Belle of Baton Rouge Atrium	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Please rate your impression of the entertainment.

	Excellent	Good	Fair	Poor
Rainbow Stage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Please rate your impression of the resource fair.

	Excellent	Good	Fair	Poor
Vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please rate your impression of the food and drinks.

	Excellent	Good	Fair	Poor
Jambalaya, salad, water, Starbucks and Coke products, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Please rate your impression of the kids' area.

	Excellent	Good	Fair	Poor
Fun jump, face painting, stickers, games, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Please rate the timeframe of the event.

	Excellent	Good	Fair	Poor
Saturday, noon until 6 p.m.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Did you appreciate the sponsors of Pride Fest?

Yes No

8. Would you be more likely to support or be a patron of the sponsors of this year's Pride Fest as a result of them sponsoring the event?

Yes No

9. What was your favorite part of this year's Baton Rouge Pride Fest?

10. What would you like to see improved for the 2012 Baton Rouge Pride Fest?

2011 Baton Rouge Pride Fest Survey

11. Do you plan to attend next year's Baton Rouge Pride Fest?

Yes

No

12. Will you encourage others to attend the Baton Rouge Pride Fest in the future?

Yes

No

13. Please explain why you would or would not attend the Baton Rouge Pride Fest or encourage others to attend it in the future.

14. How did you learn about the Baton Rouge Pride Fest? (Choose all that apply.)

Television ad

Postcard (mailed to me)

Billboard

Postcard or poster (at bars, clubs, etc.)

Ad in printed publication, newspaper, etc.

Friends/e-mail/word of mouth

Pride Fest website

Other

Facebook

15. Would you like to be added to our mail/e-mail lists? (If so, be sure to give us your contact information below in Question 17.)

Yes

No

16. Would you like to be a part of the planning team or to be a volunteer for next year's Baton Rouge Pride Fest? (If so, be sure to give us your contact information in the next question, too.)

Yes

No

17. Please tell us about yourself if you'd like to be added to our mailing list, contacted about helping with next year's planning, etc.

Name: _____

Address: _____

Address 2: _____

City/Town: _____

State: _____

ZIP: _____ - _____

Email Address: _____

Phone Number: _____ - _____ - _____

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& Rick Cain



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