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**FIRST TIME IN BOSTON'S GAY PRIDE HISTORY:
THREE LOCAL PAPERS SHARE MEDIA SPONSORSHIP**

Bay Windows, the Phoenix, and In Newsweekly to sponsor Boston's Gay Pride Celebrations

Boston – Three of Boston's premier local newspapers—Bay Windows, the Phoenix, and In Newsweekly—have come together to jointly sponsor Boston Pride's media efforts in 2007. The joint media sponsorship agreement is the first in Boston Pride's 37-year history. "This year, Boston Pride is taking its mission of enhancing the visibility of the gay community to new heights," says Linda DeMarco, president of Boston Pride. "Having three media sponsors, instead of the usual one, is part of our new mission to broaden our reach and our message," continues DeMarco.

For the 15th year, In Newsweekly will publish the very popular Pride Guide, while Bay Windows will publish a new supplement that outlines Pride Week events. The Phoenix, with its wide readership among straight allies, is charged with broadening Pride's outreach efforts to the community at large. Adds DeMarco: "for many years In Newsweekly has been the exclusive media sponsor of Pride and they have set the bar for cooperativeness. This new collaboration with three of our community's most widely read papers makes for a bold new media plan for 2007."

About Boston Pride

The Boston Pride Committee works to enhance the visibility of Boston's LGBT community through a week of events each June, in conjunction with year long activities, to promote LGBT awareness, dignity, and understanding.

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Contact:

Linda DeMarco, President, Boston Pride
president@bostonpride.org

Karthik Ramanna, Media and Public Relations, Boston Pride
media@bostonpride.org

Tel: (617) 262 9405