



Pride Houston, Inc.

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Pridehouston.org

Pride Houston® Banners to Fly Downtown: A Houston First
Historic LGBT flags will hang in Downtown Houston for Pride Celebration

Houston, TX, June 5th, 2017- For the first time ever, the rainbow banners that once hung for decades on Westheimer in the Montrose District will now be proudly displayed in Downtown Houston during the month of June. Pride Houston® will have 32 sets of banners along the 2017 Houston LGBT Pride Parade® route on Smith and Milam streets from Rusk to Clay intersections.

This new tradition comes after a revision of regulations from the banner district left the historic LGBT banners out of compliance in Montrose. In hopes of continuing the tradition of the Westheimer banner alive, the Pride Houston Board of Directors voted to print the rainbow banners along the route of the Houston LGBT Pride Parade® in Downtown Houston. Additionally, the Board voted to pursue a permanent banner district along Westheimer in the Montrose neighborhood in an effort to commemorate the history of the area and showcase the community and culture it represents. Pride Houston is currently seeking a solution with the City of Houston, the Montrose Management District, and Centerpoint Energy to make this banner district along Westheimer a permanent reality. In the meantime, the organization will be accepting donations to support the return of the rainbow banners to Westheimer.

"Of course we would love to continue the tradition of the Montrose Banner District. It has meant so much, to so many, for so long. But we could not be more thrilled that LGBT banners will be proudly displayed in Downtown Houston for the first time" – **Frankie Quijano-Kratochvil, CEO, Pride Houston®**

While the banners will still primarily remain the traditional rainbow design which has long represented the LGBT-oriented community as a whole, Pride Houston® will work with the banner district(s) to incorporate different designs throughout the year. This effort by Pride Houston® is intended to showcase the diversity of the Houston LGBT community and its historic center in the Montrose neighborhood.

About Pride Houston®:

For more than 37 years, Pride Houston has been a central part of the local LGBT community in Houston. The 2017 Houston LGBT Pride Celebration®, the fourth largest in the nation, will again be held in Downtown Houston continuing the legacy that began on the steps of City Hall in 1977 with the protest against Anita Bryant which is widely considered Houston's "Stonewall Movement".

For more information on the 2017 Celebration go to www.pridehouston.org
Pride Houston, Inc. is a 501(c)(3) not-for-profit organization out of Houston, Texas.