

**\*\*\*\*\* MEDIA ADVISORY \*\*\*\*\***

**FOR IMMEDIATE RELEASE**

**PRESS CONTACT**

Valerie Armas, Event Coordinator | Email: [valerie@HillcrestBIA.org](mailto:valerie@HillcrestBIA.org) | (253) 304 3352 Cell | [www.fabulouhillcrest.com](http://www.fabulouhillcrest.com)

**Fabulous Hillcrest Celebrates Kick off to Pride week with  
Two Day Pride Block Party Event!**

**WHAT:** The Pride of Hillcrest Block Party will return to Pride Plaza to kick-off San Diego Pride weekend on July 13th and 14th. The all ages event celebrates the culture, history, diversity and LGBTQ+ community that lives, works and plays in San Diego's most colorful and vibrant community.

**WHEN:** Pride Block Party will be held on Thursday, July 13 from 4 pm - 11 pm and Friday, July 14, 2023 from 2 pm - 11 pm.

**WHERE:** The event takes place on Normal Street between Lincoln and University in Hillcrest under the Hillcrest Pride Flag.

**Pride Block Party features a diverse lineup of local and international talent. This all ages festival features a craft cocktail bar and beer garden, food trucks, go-go dancers, and a nightly DJ dance party. Join the party on Thursday night for a thrilling drag show featuring Adore Delano from RuPaul's Drag Race. You will simply adore Adore with her over-the-top artistry, performances, and audience interactions. It's a show that's sure to make everyone feel proud to celebrate who they are and where they came from.**

**Continue dancing in the streets through the night with DJ K-Swift. Return on Friday for the Stonewall Rally and the official kick-off to San Diego Pride followed by an electrifying dance party under the Pride Flag.**

Tickets are on sale now. Guests will have the opportunity to choose from 2 ticket options. A 2-day general admission ticket which includes access to the event including a giant Ferris Wheel with unbeatable views of the Rainbow Pride Flag and the party raging below. General admission tickets are \$40. Guests wanting the VIP experience can purchase a 2-day VIP ticket which includes two (2) drink tickets per-day, a \$10 food credit per-day, private restrooms, exclusive viewing areas, and VIP bar access for quick drink service. That means shorter lines, more drinks, and way more partying! VIP Admission tickets are \$145 and only available to those 21 and over.

This event is made possible due to our generous sponsors Rich's San Diego, LE Parties Beam Suntory, Miller/Coors, and San Diego Pride.

**QUOTES:** "We need to celebrate the home of the San Diego's LGBT community more than ever. The way we push back against anger and fear is to celebrate! In Hillcrest means we dance in the streets under the rainbow flag!"

Benjamin Nicholls | Executive Director, Hillcrest Business Association

**WHO: Pride Block Party** is produced by the **Hillcrest Business Association**. HBA has been promoting and advocating for Hillcrest for over 100 years. The HBA represents over 1,300 businesses and acts as a liaison between the business community and the city while encouraging economic development for the Hillcrest area through events and promotions.

**PRESS:** Interested media should contact Valerie Armas || [valerie@hillcrestbia.org](mailto:valerie@hillcrestbia.org) or (253) 304 3352