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LAS VEGAS PRIDE NAMES CLEVE JONES PARADE GRAND MARSHAL

August 12, 2012, Las Vegas, Nevada: Las Vegas PRIDE is proud to announce the 2012 Annual PRIDE Night Parade on September 7, 2012 will be marshaled by Cleve Jones a human rights activist and founder of the NAMES Project AIDS Quilt.

"It is a great privilege and a honor to have Cleve Jones as our 2012 parade grand marshal, He is a great representative for our community and we are happy he is here to celebrate Las Vegas Pride with us." says Las Vegas PRIDE President, Ernie Yuen.

Cleve's career as an activist began in San Francisco during the turbulent 1970s when pioneer gay rights leader, Harvey Milk, befriended him. Following Milk's election to the San Francisco Board of Supervisors, Cleve worked as a student intern in Milk's office while studying political science at San Francisco State University. Milk and San Francisco Mayor Geroge Moscone were assassinated on November 27, 1978. Following the horrible event, Cleve dropped out of school to work as a legislative consultant at the California Assembly.

In 1982, Cleve returned to San Francisco to work in the district office of State Assemblyman Art Agnos. One of the first to recognize the threat of AIDS, Cleve co-founded the San Francisco AIDS Foundation in 1983.

Cleve Jones conceived the idea of the AIDS Memorial Quilt at a candlelight memorial for Harvey Milk in 1985. Since then, the Quilt has grown to become the world's largest community arts project, memorializing the lives of over 80,000 people killed by AIDS. Independent affiliates of the NAMES Project are currently operation in over 50 countries around the world.

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When describing his inspiration for the Quilt, Cleve said, "Three events propelled my vision into reality; grief at losing my best friend Marvin; fear at finding out that I, too, was positive; and rage at the heterosexual world because two boys, skinheads, had stabbed me and run away laughing as I lay bleeding in the gutter. These three moments, together changed my life."

Ernie Yuen noted that "Cleve Jones is a great leader in our community and he will be a amazing addition to our 2012 Las Vegas Night Parade."

Today, Cleve works with UNITE HERE, the hotel, restaurant, and garment workers union on homophobia issues. He is a driving force behind the Sleep With The Right People campaign, which aims to convince LGBT tourists to stay only in hotels that respect the rights of their workers while making the labor movement more open to LGBT members.

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If you'd like more information about this topic, or to schedule an interview with Ernie Yuen, please e-mail him at president@lasvegaspride.org. For more information about SNAP! or Las Vegas Pride, visit www.lasvegaspride.org.

The primary objectives and purposes of SNAP! are: To educate the general public to the needs and issues affecting the lesbian, gay, bisexual and transgender community; to provide educational outreach to persons directly or indirectly involved in the lesbian, gay, bisexual and transgender community; to advocate and facilitate the exchange of ideas and resources between the various non-profit Nevada lesbian, gay, bisexual, transgender or related organizations; to promote a positive image of the lesbian, gay, bisexual and transgender community and pride; to provide inclusive and diverse representation within the lesbian, gay, bisexual and transgender community; to recognize and celebrate the substantial achievements in our community.

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