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SOUTHERN NEVADA ASSOCIATION OF PRIDE AND EDGE MEDIA NETWORK ANNOUNCE FREE LAS VEGAS PRIDE APP AVAILABLE FOR IPHONE

August 27, 2012, Las Vegas, Nevada: The Southern Nevada Association of PRIDE, Inc. (SNAPI) announced today that the official Las Vegas Gay PRIDE iOS App is now available as a free download from the iTunes App Store. The app, a joint development effort with EDGE Media Network, will allow iPhone, iPod Touch and iPad users to view up-to-the-minute information about Las Vegas' annual Gay PRIDE Parade, Festival and associated events.

"We're thrilled to launch this new app," said Ernest Yuen, president of Southern Nevada Association of PRIDE, Inc. "It ups the ante on interactive Gay Pride apps with a host of new, fun features."

The app includes news stories, event listings, interactive maps, sponsor and hotel listings, plus photos from official photographers and revelers at the yearly event. Developer EDGE Media Network is the largest network of local Lesbian, Gay Bisexual and Transgender (LGBT) news and entertainment portals in the world, serving about 1 million dedicated readers from a variety of metropolitan areas around the United States and beyond.

"Gay Pride is going mobile," asserted David Foucher, chief executive officer of EDGE. "These new platforms bring information and interactivity directly to the LGBT public who are celebrating at Las Vegas PRIDE; they can upload their own photos and get late breaking news. We're thrilled to launch this innovative product with the Southern Nevada Association of PRIDE, Inc., and we can't wait to see how Las Vegas takes the party to their phones."

Las Vegas PRIDE includes a variety of social events already underway, and the celebration culminates in a nighttime parade on September 7th and a festival on September 8th. The iOS app is immediately available for iOS mobile devices from the iTunes App Store.

Your PRIDE is showing!



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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 SNAPi or Las Vegas Pride, visit www.lasvegaspride.org.

The primary objectives and purposes of SNAPi 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.

OFFICIAL SPONSORS OF LAS VEGAS PRIDE INCLUDE:

Red Sponsors contributing a minimum of \$25,000 to the Las Vegas PRIDE events annually: Bud Light, COX Las Vegas (Broadcast Media Partner), Smirnoff, MGM Resorts International, QVegas Magazine, Gay Days Las Vegas, Edge Publications, Inc., Mix 94.1, X 107.5 and 98.5 KLUC

Orange Sponsors contributing a minimum of \$15,000 to the Las Vegas PRIDE events annually: Wynn Las Vegas, SHARE Nightclub, Sin City Q Socials, Visit Las Vegas & Jake Naylor

Yellow Sponsor contributing a minimum of \$10,000 to the Las Vegas PRIDE events annually: Fashion Show Mall

Green Sponsors contributing a minimum of \$5,000 to the Las Vegas PRIDE events annually: Zappos.com, Verizon Wireless, DeeJay Danny G. Sound & Lighting, Caesars Entertainment, The Light Group, Barefoot Wine & Bubbly and MedicWest Ambulance

Blue Sponsors contribute a minimum of \$2,500 to the Las Vegas PRIDE events annually: Charlie's Las Vegas, Albertsons/Sav-on Pharmacy, Get Booked & GayVegasTravel.com

Violet Sponsors contributing a minimum of \$1,000 to the Las Vegas PRIDE events annually: Bank of America, Blue Moon Resort, The Cupcakery, Expedia.com, CSI: The Experience, Family Apparel, ID Lube, The Garage, FrontiersLA.com, Tix4Tonight & Wells Fargo

Your PRIDE is showing!

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