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30TH ANNIVERSARY "MEN OF LAS VEGAS PRIDE" CALENDAR ANNOUNCED

October 9, 2012, Las Vegas, Nevada: The Southern Nevada Association of PRIDE, Inc. (SNAPI) and the Las Vegas Conventions and Visitors Authority, (LVCVA) have combined efforts to produce a 2013 Men of Las Vegas PRIDE Calendar to celebrate the 30th Anniversary of Las Vegas PRIDE.

Several years ago a similar project was attempted, but never fully realized due to production difficulties and lack of financial support. Already in production, the 2013 Men of Las Vegas PRIDE Calendar has received overwhelming support from the Las Vegas community and local businesses.

The calendar will feature many different locations throughout the wonderful city of Las Vegas, Nevada. "We wanted to feature local casinos and other destination locations. The calendar will highlight some of the city's entertainment, great restaurants, relaxing pools and tourist attractions. We also plan to showcase many of our local nonprofit organizations and their events. It will truly be a community calendar," says Ernie Yuen, President of SNAPI.

Not your typical "male" calendar, participants were selected because of involvement in the community. The models truly enjoy serving their community and helping to make a difference. The seventeen models that were photographed for the calendar will all be part of the launch and ongoing calendar sales efforts.

Yuen stated, "All of the men have been supportive of local charities, community oriented, have an amazing personality, and a beautiful smile. We chose a very diverse group to represent Las Vegas PRIDE. We have men of every nationality, age group, and affiliation within our community (i.e. bear, leather, twink, cowboy, etc). We hope that everyone will be happy with the results."

Your PRIDE is showing!



If you'd like more information about this topic, or to schedule an interview with Ernie Yuen, please email 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

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