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SNAPI UNVEILS NEW LOOK FOR 2008

Las Vegas Pride Celebrates 25th Anniversary With Bold New Logo & Slogan

Las Vegas, NV, October 12, 2007: The Southern Nevada Association of Pride, Inc. (SNAPI) formally unveiled a new brand identity today that represents a significant milestone in the organization's history and further signifies the organization's evolution into a solid member of the Lesbian, Gay, Bi-sexual, and Transgender (LGBT) community. The new Las Vegas Pride logo draws upon strength in boldness and color and aspires to engender pride in all members of the LGBT community.

SNAPI has driven a fundamental shift in its approach to invoke LGBT pride with the adoption of a new slogan: "Your pride is showing!" Over the coming months, the new logo and slogan will revitalize the Las Vegas Pride brand identity in all marketing collateral as well as on the LasVegasPride.org website. The new slogan is a simple expression to remind all LGBT persons to take pride in themselves and in their community. The mission of the Southern Nevada Association of Pride, Inc. has always been to educate the community by invoking, promoting, and celebrating lesbian/gay/bisexual/transgender pride.

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.

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If you'd like more information about this topic, or to schedule an interview with Ernie Yuen, please call Ernie at (702) 290-3583 or e-mail at president@lasvegaspride.org

Your PRIDE is showing!