



FOR IMMEDIATE RELEASE

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**INTRODUCING 2010 PARADE CELEBRITY GRAND MARSHALL
Larry Edwards (Hot Chocolate) Named Parade Grand Marshall**



Las Vegas, NV, March 3, 2010: The 2010 Las Vegas PRIDE Parade Committee is excited to announce that the internationally acclaimed and legendary celebrity impersonator Larry Edwards (also known as Hot Chocolate) has been named the 2010 Las Vegas PRIDE Parade Celebrity Grand Marshall.

Larry is an entertainer's entertainer whose career has taken him far beyond the stage. With past appearances on the Tonight Show with Jay Leno, Entertainment Tonight, and Oprah, Larry has entertained millions and become one of Las Vegas' favorite celebrity impersonators. He was even awarded the key to the city of Las Vegas by one of the country's most famous mayors, Oscar Goodman. In spite of this success, Larry says, "the highlight of my career was

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appearing in the Academy Award nominated film, ‘What’s Love Got To Do With It’ – the Tina Turner Story.” He can also be seen in the hit movie Miss Congeniality 2 starring Sandra Bullock.

Currently, Larry entertains as a cast member of “Divas Las Vegas” portraying Tina Turner & Beyonce at the Imperial Palace. As Hot Chocolate, Larry is well known for his role as Mood Director and VIP Host at Piranha Nightclub where he gives guests the grand VIP treatment.

Larry is well-known for his dedication to his community and has often found ways to participate with local and out-of-town nonprofit organizations, assisting them with entertainment and fundraising.

“Larry is all heart” says Jake Naylor, President of Las Vegas PRIDE, “and his willingness to represent and serve his community over the years has made a world of difference not only for PRIDE, but many other organizations as well.”

Please join Las Vegas PRIDE in welcoming Larry Edwards, a.k.a. Hot Chocolate as the 2010 Las Vegas PRIDE Parade Celebrity Grand Marshall.

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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 pageant@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 (SNAPI) include the following: Bud Light, Cox Communications, Harrah's Entertainment, Q Vegas, DeeJay Danny G., Paris Hotel & Casino, Bacardi, 42 Below, Blue Moon Resort, FreeZone, Las Vegas Gay Yellow Pages, Sin City Q Socials, DIVAS Magazine, MGM Mirage, Charlie's Las Vegas, Medic West, Wells Fargo, Get Booked, Entourage Vegas, and Barefoot Wine & Bubbly.

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