

## FOR IMMEDIATE RELEASE

### SAVE THE DATE | MORETON BAY PRIDEFEST RETURNS IN 2024

Back by popular demand after a glittering debut, Moreton Bay's biggest LGBTIQA+ celebration is back! Moreton Bay PrideFest is returning on Saturday, 8th June 2024, at Pine Rivers Park in Strathpine.

With a vision to make Moreton Bay a happier, healthier, safer, and more culturally rich and diverse place for the LGBTIQA+ community, Moreton Bay will once again come alive with rainbow flags, glitter and all things fabulous, for the return of the second annual Moreton Bay PrideFest, hosted during World Pride Month.

The inaugural event in 2023 attracted 3,500+ visitors and locals alike to Pine Rivers Park for an afternoon of celebration, pride, inclusivity, and diversity.

Next year, the city's biggest pride celebration is turning up the volume with a star-studded line-up. Expect to see more incredible live acts, music, performances, and rainbow love. Tickets will be going on sale in February.

City of Moreton Bay Mayor Peter Flannery was thrilled to see the return of PrideFest.

"City of Moreton Bay prides itself on inclusivity, community and accessibility," Mayor Flannery said.

"This is what people look for in a place to call home, and we're proud to say that Moreton Bay delivers on this promise.

"Moreton Bay PrideFest is more than a celebration; it's our community's powerful statement of unity and pride.

"In 2023, we had more than 20 community stalls in the One Love Zone, offering everything from free hugs to mental health support and wellbeing services.

"We've seen firsthand how these celebrations bring our community together and connect them with vital services.

We're proud to once again be offering free stalls for eligible LGBTIQA+ services as part of our commitment to an inclusive and healthy community."

Eligible community groups, support services and not-for-profits benefiting LGBTIQA+ are invited to host a free stall at the event to connect with the community. Expressions of interest are now open on the PrideFest website.

Moreton Bay Region Industry & Tourism CEO Natassia Wheeler says PrideFest will highlight Moreton Bay as a leading destination for gay friendly travel.

“This return, sparked by the overwhelming success of the first PrideFest, promises to be an even more colourful and inclusive event. Feedback from festival-goers was overwhelmingly positive, with many proclaiming it as the best Pride event they had attended, particularly in Queensland,” said Wheeler.

From all accounts the event was a staggering success with 96.09% of visitors either very satisfied or satisfied with their event experience and 96.52% either very likely or likely to recommend the event to others.

“Moreton Bay is not just a stunning location; it's also an inclusive destination where everyone is welcome. We're actively working with travel partners and Visit Gay Australia with a vision for PrideFest to become a key event on the Australian World Pride calendar that draws visitors from across the nation and beyond.”

“Through the Visit Moreton Bay destination marketing, we will be profiling the leading gay friendly businesses in Moreton Bay in the lead up to PrideFest. Expressions of Interest are now open for local businesses to be a part of this exciting campaign.”

Attendees are encouraged to fully immerse themselves in the festivities by securing their accommodation in Moreton Bay now for the ultimate PrideFest weekend experience.

Expressions of interest are open now for artists, vendors, volunteers, and community group stalls.

"Mark your calendars for Saturday, 8th June 2024, and join us in making PrideFest an even bigger success. Let's celebrate, support, and make a positive difference in the lives of the LGBTIQA+ community," Wheeler encouraged.



## Media Release

Moreton Bay PrideFest is supported by Strategic Partner, City of Moreton Bay and delivered by Moreton Bay Region Industry & Tourism.

It is supported by corporate sponsors with UniSC, Matchsticks Marketing Agency and QNews already jumping onboard for 2024.

Mark your calendars to paint the city rainbow at Moreton Bay PrideFest on 8 June 2024 at Pine Rivers Park in Strathpine.

For more event details and updates, visit [www.moretonbaypridefest.com.au](http://www.moretonbaypridefest.com.au)

### ENDS

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### About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Local Tourism Organisation (LTO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives, and promoting the City of Moreton Bay as an enviable and attractive destination.