

Evite for staff to participate in the parade



The graphic features a background of three PSTA staff members wearing colorful leis and t-shirts. The text is overlaid on this background. In the top left, there is a purple hexagon containing the St. Pete Pride logo (two interlocking hexagons) and the text "st pete pride". In the top right, there is a yellow hexagon containing the PSTA logo. The main text is centered and reads: "You're Invited to Join the PSTA Team in the ST. PETE PRIDE PARADE JUNE 24". Below this, there is a dotted line. On the left side, there is a paragraph of text about the parade route and waiver requirements. On the right side, there is a call to action to RSVP by June 15th, followed by contact information for Juan Luvian and Maryanne Sobocinski, separated by an "or" in a hexagon.

  
st pete pride



You're Invited to Join the PSTA Team in the  
**ST. PETE PRIDE PARADE**  
JUNE 24

Volunteers will need to walk approximately 1.5 miles along the parade route. Family members ages 18+ also welcome. All participants will be required to sign the attached waiver to participate. Sign, scan, and email the waiver to [msobocinski@psta.net](mailto:msobocinski@psta.net)

Please RSVP by June 15th and provide your t-shirt size to:

Juan Luvian  
[jluvian@psta.net](mailto:jluvian@psta.net)  
727-540-1895

or

Maryanne Sobocinski  
[msobocinski@psta.net](mailto:msobocinski@psta.net)  
727-540-1801

Poster for staff, Board Members and family  
to participate in the parade

2017

You're Invited to Participate in the  
**St. Pete Pride Parade**

**June 24th**

Volunteers will need to walk  
approximately 1.5 miles along the  
parade route. Family members  
ages 18+ also welcome.

**st pete pride**  
All participants will be required  
to sign a waiver to participate.

Please RSVP by June 15<sup>th</sup> to  
Juan Luvian  Maryanne Sobocinski  
jluviaan@psta.net msobocinski@psta.net  
727-540-1895 727-540-1801

Volunteer Information Meeting in the Auditorium  
Monday, June 19, 2017  
10 - 11 a.m. or 3-4 p.m.



## Press Release



**FOR IMMEDIATE RELEASE:** June 23, 2017

### **PSTA is Your Official Ride to St. Pete Pride**

**St. Petersburg, Fla.** – The Pinellas Suncoast Transit Authority (PSTA) is proud to be the Official Transportation Provider of Florida's largest LGBT Pride event – St. Pete Pride.

As hundreds of thousands of locals and tourists flood to St. Petersburg's waterfront for the weekend, PSTA is gearing up to handle the masses.

Eventgoers will have the option of parking at a free Park-N-Ride on Saturday, June 24, courtesy of PSTA. The Park-N-Ride will operate service from noon to midnight between the parking lot located at St. Petersburg High, 2501 Fifth Ave. N, and the downtown waterfront.

Riders boarding at any stop along PSTA's Route 5 between the Park-N-Ride pick-up and drop-off locations will also ride free.

This year, Pride attendees will also have the option of riding PSTA's Central Avenue Trolley (CAT) into the early morning hours. The CAT will be extending its hours until 2:30 a.m. to accommodate for late-night festivities throughout downtown. Riders can buy a single-use ticket onboard the CAT for \$2.25 or an all-night pass for \$5.

PSTA's fully-wrapped Pride bus, which will be making its debut at the parade Saturday night, will double as a cooling station at the St. Pete Pride Festival on Sunday, June 25.

For more information on how to get around St. Petersburg on PSTA visit [www.psta.net](http://www.psta.net) or call the InfoLine at (727) 540-1900.

###

#### **MEDIA CONTACT:**

Ashlie Handy

727-488-8237

[ahandy@psta.net](mailto:ahandy@psta.net)

**About PSTA:** The Pinellas Suncoast Transit Authority is the public transit provider for Pinellas County, providing more than 14.4 million rides per year. PSTA operates nearly 40 bus and trolley routes with a fleet of 210 vehicles. More information is available at [www.psta.net](http://www.psta.net).

Bus Wrap to Promote Park N Ride



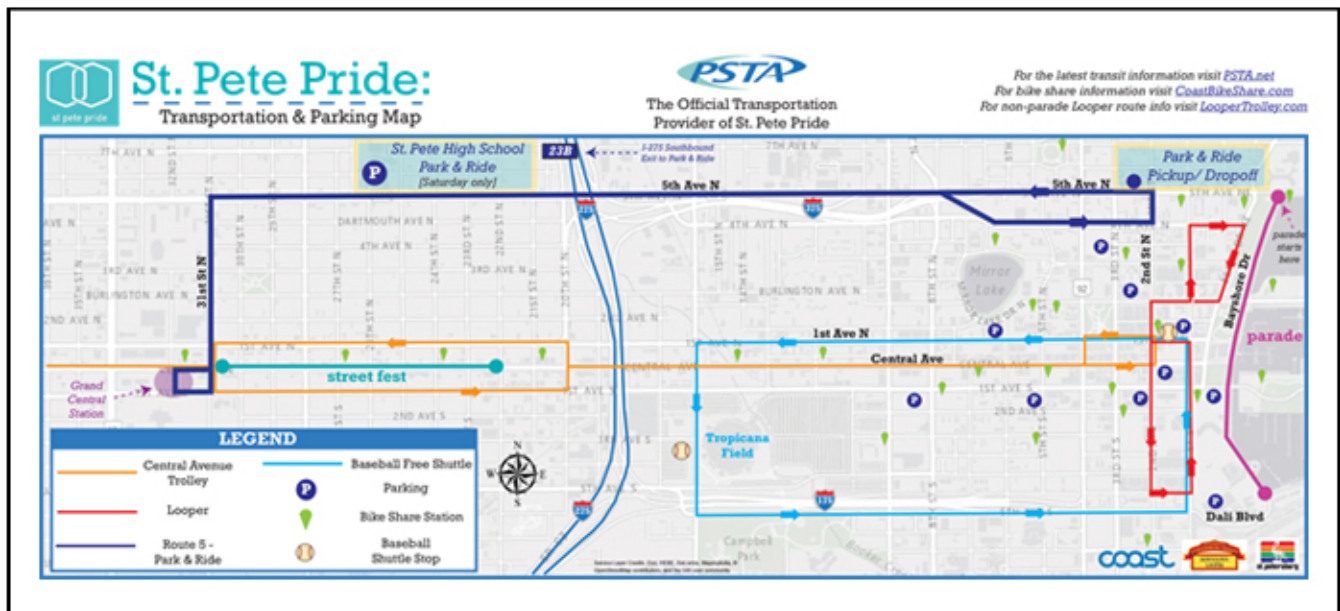
Promotional Giveaway



Promotional T-Shirt



## PSTA Official Transportation Provider Weekend Map



## Advertising in Your LGBTQ Life. Watermark



**PLAN YOUR RIDE TO PRIDE**

**FREE Park N Ride**  
Saturday, June 24  
St. Pete High School  
Noon - Midnight

**CENTRAL AVENUE TROLLEY**  
Saturday, June 24  
**EXTENDED**  
HOURS TILL 2:30 A.M.  
\$2.25 RIDE / \$5.00 ALL DAY

For more information visit [PSTA.net](http://PSTA.net)

watermark Your LGBTQ Life June 15 - June 28, 2017 #ISSUE 24.12

**state NEWS**

### GAY STATE REPRESENTATIVE DAVID RICHARDSON PLOTS HISTORIC RUN FOR CONGRESS

*By Billy Marini*

After becoming Florida's first LGBT politician elected to the state legislature in 2010, Rep. David Richardson, who is known as a champion for diversity and a champion of civil rights, has entered the national ring publicly announcing that he intends to go after the Congressional District 27 seat that is now to be vacated by Steve Roth, who is retiring. Richardson, who is currently serving his second term in the legislature, has announced that he will be running for the seat in 2018. Richardson says he is currently in the process of raising money and building a campaign team. He is currently serving on the House Committee on Health, and he is currently serving on the House Committee on Transportation and Infrastructure. Richardson says he is currently in the process of raising money and building a campaign team. He is currently serving on the House Committee on Health, and he is currently serving on the House Committee on Transportation and Infrastructure.



**We are, and always will be, a non-judgmental, inclusive and safe environment for all of our patients.**

Proud to have been named a leader in LGBTQ equality since 2013

**LEADER IN LGBTQ EQUALITY**

**St. Petersburg General Hospital**  
StPeteGeneral.com

watermark Your LGBTQ Life June 15 - June 28, 2017 #ISSUE 24.12



## Earned Media

URL: <http://www.tampabay.com/things-to-do/events/everything-you-need-to-know-to-party-at-st-pete-pride/2327855>

### Everything you need to know to party at St. Pete Pride

Now in its 15th year, the St. Pete Pride celebration will draw 200,000 people to a new parade route Saturday along downtown's scenic waterfront. It has grown into the largest gay pride parade in the Southeast and keeps evolving.

For the first time, this year's parade will kick off with a TransPride March consisting of transgender and gender-nonconforming communities and their supporters. They will gather at 6 p.m. at Albert Whitted Park and march north along Bayshore and meet up with the St. Pete Pride Parade starting point.

The parade is surpassing its own records this year with 40 floats and more than 100 contingents, stepping off at North Straub Park on Bayshore Drive at 7 p.m., followed by fireworks at 9:45 p.m.

"I think overall it will seem a little different this year," said Eric Skains, executive director of St. Pete Pride. "It makes it easier for people within walking distance of hotels and there's a much larger number of restaurants and bars participating and holding events that will really help people stay in St. Petersburg after the event."

It was in June of 1969 that the gay community stood up to a police raid on the Stonewall Inn in New York's Greenwich Village neighborhood. The series of sometimes violent demonstrations is considered a turning point in the gay rights movement and has turned June into Gay Pride Month around the country.

The St. Petersburg event has swelled into more than a full week of activities and parties that organizers said has developed to have an economic impact of more \$20 million. And not without some growing pains.

Moving the parade with thousands of revelers from the gay-friendly Grand Central District along Central Avenue to the scenic waterfront brought a showdown with City Hall. In the end, organizers won the right to move the parade downtown, but kept Sunday's street festival in Grand Central.

Past mayors have refused to attend one of the city's largest events, making it a political hot button. Being an election year, current mayor Rick Kriseman is touting his embrace of Pride. In 2012, he was the first mayor to be one of the parade's grand marshals. His opponent, former mayor Rick Baker, never attended the parade while in office but has said it is important to embrace the LGBT community.

#### The weekend

A free concert from 7-10 p.m. on Friday in Straub Park will be a fundraiser for local nonprofits. On Saturday, there will be continuous music in Straub Park and vendors starting at 2 p.m. The parade will start at Fifth Avenue NE at North Straub Park at 7 p.m. and run about a mile south on Bayshore Drive to Albert Whitted Park along the downtown waterfront, followed by fireworks. Sunday's street festival from 9 a.m.-4 p.m. on Central Avenue at 25th Street will have more than 350 vendors, multiple stages, live music, art and food.

#### Getting there

There will be a free park and ride at St. Petersburg High School, 2501 Fifth Ave. N, from noon to midnight on Saturday. And the Central Avenue Trolley will run until 2:30 a.m. PSTA also has several routes serving the area if you want to park remotely. See [psta.net](http://psta.net) for maps and schedules or call the InfoLine at (727) 540-1900.

#### The parade

This is the parade's fourth year as a nighttime spectacle with 40 decorated floats and nearly 150 marching contingents, among them PSTA making its first appearance in a full-sized bus covered in lights. The parade comes with a dazzling array of sequins, beads, dancing, music, glitter and rainbows. Be on the lookout for popular favorites like the ROTC (Righteously Outrageous Twirling Corps).

#### Grand marshals

The parade has four grand marshals, female impersonator Kori Stevens; the Rev. Candace R. Shultis of King of Peace Metropolitan Community Church; Largo city commissioner Michael Smith; and activist Ed Lally of Equality Florida. There's also an organizational grand marshal this year in Project No Labels, a relatively new organization in the Tampa Bay LGBT

## Earned Media

URL: [http://wfla.com/2017/06/23/2017-st-pete-pride-parking-and-road-closure-info/2017 St. Pete Pride: Parking and road closure info](http://wfla.com/2017/06/23/2017-st-pete-pride-parking-and-road-closure-info/2017-St-Pete-Pride-Parking-and-road-closure-info)

### 2017 St. Pete Pride: Parking and road closure info

ST. PETERSBURG, Fla. (WFLA) — More than 250,000 people are expected to head to St. Petersburg this weekend for St. Pete Pride events, which could make it a bit of a challenge when it comes to parking and getting around.

More than 200,000 people are expected to attend the 15th annual St. Pete Pride Parade, which will be held in downtown St. Petersburg on Saturday, June 24.

An estimated 50,000 people are expected to attend the St. Pete Pride Festival which will be held on Sunday, June 25.

Here's what you need to know

#### Saturday

St. Pete Pride Party, North Straub Park (2-10 p.m.)

- This event is free.
- There will be restricted access on 5th Avenue North, from Bayshore Drive to Vinoy Place condos.
- At 5:45 p.m. Bayshore Drive will be closed between 5th Avenue North and Albert Whitted Park.
- Transgender March (6 p.m.)
- Begins at Albert Whitted Park and continues north on Bayshore Drive to 5th Avenue North.
- Pride Parade (7-10 p.m., look for the News Channel 8 crew!)
- Parade begins along Bayshore Drive and continues from 5th Avenue North to Albert Whitted Park.
- Available Public Parking Options:
  - Central Lot, 800 1st Avenue South
  - Courthouse/Lot 2, 110 6th Street North
  - Vector Realty Lot, 125 5th Street South
  - 2nd Avenue North Lot, 231 2nd Avenue N
  - Rowdies/McNulty Garage, 175 2nd Street South
  - Sundial (formerly BayWalk) Garage, 117 2nd Street South
  - MAACM Garage, 350 3rd Street North
  - South Core Garage, 101 1st Avenue South
  - Al Lang Lot, 230 1st Street South
  - Mahaffey Theater Lot, 400 1st Street South
- Free Park and Ride, operated by PSTA
  - Park at St. Pete High School, 5th Avenue North between 25th and 26th Streets. The shuttle drops off near the parade route. The shuttle is available Noon to Midnight.
  - The Central Avenue Trolley
    - Available until 2:30 a.m. The cost is \$2.25/ride or \$5.00/day.
    - PSTA and trolley routes are available at this link.

#### Sunday

St. Pete Pride Festival (9 a.m. – 4 p.m.)

- The festival features live performances, entertainment, community booths, art, and food.
  - Central Avenue will be closed between 22nd Street and 31st Street, between 5 a.m. and 8 p.m.
- More event information is available at [StPetePride.com](http://StPetePride.com)

## Earned Media

URL: [http://www.baynews9.com/content/news/baynews9/news/article.html/content/news/articles/bn9/2017/6/23/pride\\_weekend\\_what\\_a.html](http://www.baynews9.com/content/news/baynews9/news/article.html/content/news/articles/bn9/2017/6/23/pride_weekend_what_a.html)

### Pride Weekend: What about parking downtown?

There are about 23,000 available parking spaces downtown, and as you can imagine arriving early is the key.

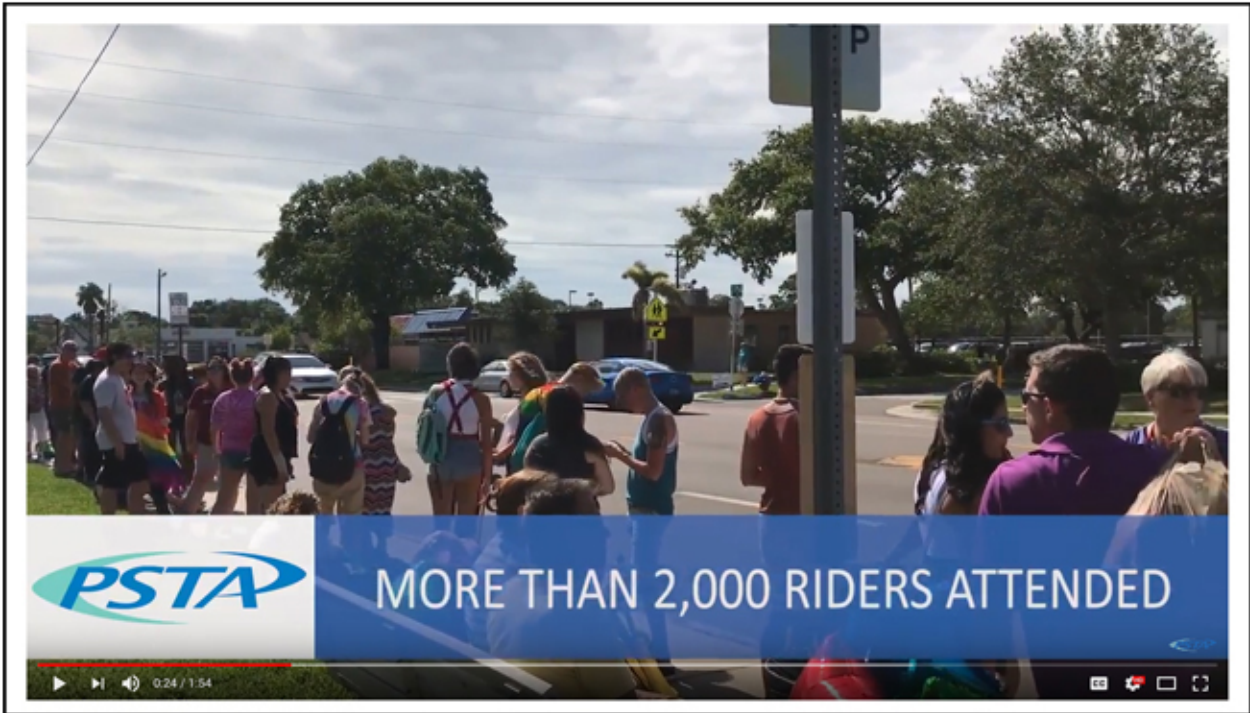
You can also park at St. Petersburg High School, 5th Avenue North at 25th St N and use the free PSTA Shuttle to the event downtown.

Road closures begin at 2 pm along 5th Avenue North from Beach Drive into Northshore Park. The parade route closes to traffic at 5:45 with the parade beginning at 6:30pm.

On Sunday, the Pride Festival begins at 9 a.m. along Central Avenue between 31st St N and 22nd St N. Road closures begin at 5 a.m., the festival ends at 4 p.m. Central Ave will open to traffic as soon as the festival is clear.

Parking in the Kenwood Neighborhood is limited. Do not block any drives, and park in legal spaces only. PSTA will operate along 1st Ave N and 1st Ave S throughout the day for better access to the Pride Festival.

St. Pete Pride Video



[https://www.youtube.com/watch?v=Smg0J\\_wD-HU&t=1s](https://www.youtube.com/watch?v=Smg0J_wD-HU&t=1s)

St. Pete Pride Video



<https://vimeo.com/224114275>

## Social Media

 **Pinellas Suncoast Transit Authority** added 4 new photos — at  Museum of Fine Arts, St. Petersburg, Florida.  
Published by Alissa Kostyk [?] · June 22 · Saint Petersburg · 

PSTA CEO Brad Miller & staff attended the St. Pete Pride kickoff reception at the Museum of Fine Arts. PSTA is proud to partner with this event along with community partners to provide transportation options for the weekend.




 756 people reached [Boost Post](#)

 Like  Comment  Share 


   Leah McRae, Michael Smith and 9 others [Top Comments](#)

 Write a comment...    

## Social Media

 **Pinellas Suncoast Transit Authority**  
Published by Alissa Kostyk (?) · June 23 · 🌐

Are you heading to St Pete Pride this weekend? Check out how to get around St. Pete. Park N Ride or take the Central Avenue Trolley! #Pride2017 #ModernTransit



**St. Pete Pride: Transportation & Parking Map**  
The Official Transportation Provider of St. Pete Pride


For the latest transit information visit [PSTA.net](http://PSTA.net)  
For bike share information visit [CoastBikeShare.com](http://CoastBikeShare.com)  
For non-parade bus routes visit [SuncoastTrolley.com](http://SuncoastTrolley.com)

**LEGEND**






- Central Avenue Trolley
- Suncoast Trolley
- Park & Ride
- St. Pete High School
- Parade
- Street Level
- Beach/Free Shuttle
- Parking
- Bike Share Station
- Beach/ Shuttle Stop

1673 people reached Boost Post

Like Comment Share

 Claudia Mackey, Leah McRae and 8 others


1 Share

 Write a comment...    

## Social Media

**Pinellas Suncoast Transit Authority**  
Published by Alissa Kostyk [?] · June 30 · 🌐

Next Stop: CEO Brad Miller gives a recap on the PSTA community partnership with St Pete Pride. #ModernTransit



St. Pete Pride Parade 2017

PSTA.NET [Learn More](#)

👤 13874 people reached [View Promotion](#)

6.7K Views

👍 Like    💬 Comment    ➦ Share    🌐

👤 Heather Kelly, Brian Abrams and 35 others    Top Comments ▾

16 Shares

🗨️ 📷 🎬 🗨️

**Rob Pressrich** We used it and it worked great. They had three buses waiting for us as we went back. Thanks  
Like · Reply · Message · 📍 1 · July 4 at 8:01am

**Pinellas Suncoast Transit Authority** You're welcome. We look forward to working with St. Pete Pride and our other partners again next year on this event!

**Nancy Faith** Took the shuttle bus from st pete high and back. Very easy! Thx!  
Love · Reply · Message · 📍 1 · July 7 at 11:53am

**Pinellas Suncoast Transit Authority** You're welcome! Glad you liked! Look forward to working with St Pete Pride again!  
Like · Reply · Commented on by Alissa Kostyk [?] · July 7 at 2:41pm

**Jessica LaBlonde** Nice work yall.  
Like · Reply · Message · 📍 1 · June 30 at 11:04pm

**Pinellas Suncoast Transit Authority** Thank you!  
Like · Reply · Commented on by Alissa Kostyk [?] · July 4 at 12:42pm



## Social Media



**PSTA** @RidePSTA · Jun 25

We are at the @stpetepride festival with our #YourRideToPride bus! Stop and see us and cool off! #ModernTransit

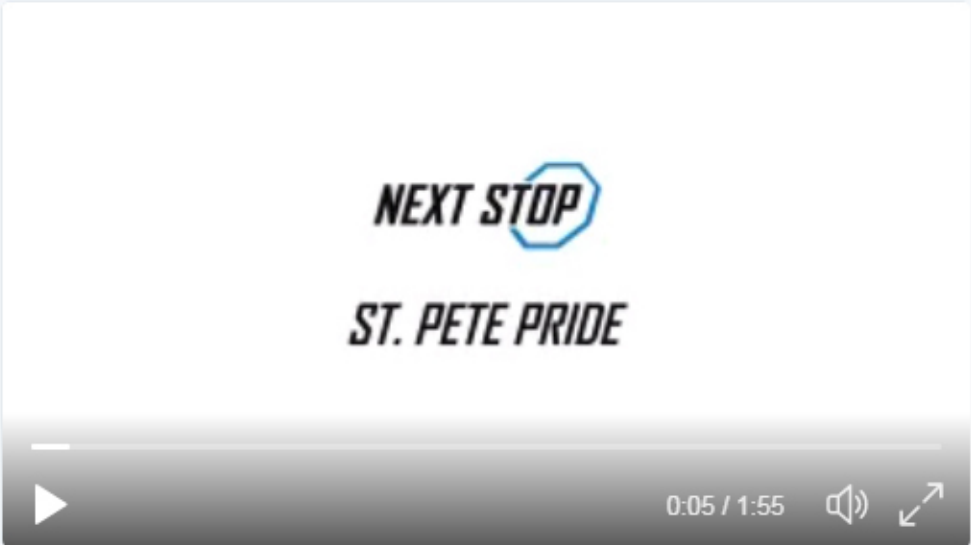


🗨️ ↻ ❤️ 1 📺




**PSTA** @RidePSTA · Jun 30

Next Stop: PSTA CEO @BradMillerPSTA gives a recap on the community partnership with @stpetepride. #SocialMediaDay @StPeteFL @CoastBikes




🗨️ ↻ ↻ ❤️ 2 📺

## Social Media Partners

 **St Pete Pride** shared Pinellas Suncoast Transit Authority's video. June 30 · 🌐

Thanks to Pinellas Suncoast Transit Authority for providing an extremely successful Park & Ride to this year's event! We look forward to continuing and expanding this for future years.




**St. Pete Pride Parade 2017**




PSTA.NET [Learn More](#)




6,745 Views



**Pinellas Suncoast Transit Authority**  
Published by Alissa Kostyk (?) · June 30 · 🌐 [Like Page](#)



Next Stop: CEO Brad Miller gives a recap on the PSTA community partnership with St Pete Pride. #ModernTransit

[Love](#) [Comment](#) [Share](#) 

   73 [Top Comments](#) ▾

 Write a comment...  

 **Todd Handel** Loved taking the bus this year. The park and ride. Got us to pride fast and back from pride with ease. Thank you so much. And it was free for us.  
[Love](#) · [Reply](#) ·  1 · June 30 at 11:55pm · Edited

 **Pinellas Suncoast Transit Authority** Glad you liked! We look forward to working with St Pete Pride again next year to provide service to our community partners!  
[Like](#) · [Reply](#) ·  1 · Commented on by Alissa Kostyk (?) · July 3 at

## Social Media Partners

**St Pete Pride**  
June 7 · 🌐

The Pinellas Suncoast Transit Authority is the official transportation provider for #StPetePride Weekend. They've made it super easy to get downtown for the parade on Saturday and Grand Central for the street festival on Sunday.

**St Pete Pride**  
Transportation & Parking Map

**PSTA**  
The Official Transportation Provider of St. Pete Pride

For the latest transit information visit [PSTA.com](#)  
For bike share information visit [BikeShare.com](#)  
For non-parade Looper route info visit [Loopers.com](#)

St. Pete High Park & Ride (Saturday only)

5th Ave N

street fest

Central Ave

1st Ave N

Tropicana Field

**LEGEND**

- Vertical Avenue Trolley
- Looper
- Route 5
- Baseball Free Shuttle
- Parking
- Bike Share Station
- Baseball Shuttle Stop

**Pride Weekend PSTA Transportation Map**

Click Here to View Larger PDF Version Available Public Parking Options Central Lot 800...

[STPETEPRIE.COM](http://STPETEPRIE.COM)

👍 Love    💬 Comment    ➦ Share    🅇

👍❤️🌈 19    Top Comments ▾

11 Shares

🅇 Write a comment... 😊 🗨️

## Social Media Partners

 **St Pete Pride** is 🥰 feeling in love with Elliott Sharrow and Kelly Conroy-Scott. June 2 · 🌐

Keep an eye out for the Pinellas Suncoast Transit Authority bus that will be hitting the streets wrapped in Diversity for Pride Month.



👍 Like    💬 Comment    ➦ Share    🌐

 Kristen Wilson, Edi Whisler and 412 others    Top Comments ▾

88 Shares

 Write a comment... 🗨️ 🗑️

 **Cindy Conroy-Scott** Elliott Sharrow, here's another reason to come to at least visit st petersburg 🥰  
Like · Reply · 🌐 2 · June 5 at 9:47pm

 **Elliott Sharrow** Love it! ❤️  
Like · Reply · 🌐 1 · June 5 at 11:00pm

 Write a reply... 🗨️ 🗑️

 **Robin Gwaltney Harris** Come out to the festival and see our VSPC Pride bus. Look for the Visit St. Pete Clearwater tent.  
Like · Reply · June 20 at 6:52am

 **Nikki Tessier** Liz nice marketing 😊  
Like · Reply · 🌐 1 · June 3 at 12:28am

 **Liz OHara** There's another picture around with us in front of it 🥰  
Like · Reply · June 3 at 7:10am

## Event Photos



Event Photos



Event Photos



## Event Photos





## Event Photos

