



Scenic Pacifica  
Incorporated Nov. 22, 1957

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## CITY OF PACIFICA

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# PRESS RELEASE

## June 1, 2022

**The City of Pacifica, Pacifica Chamber of Commerce, Pacifica Business Association and CoastPride, Inc. announce the first annual Pacifica Pride Celebration on Saturday, June 4, 2022 at 11:00 AM**

Media Contact: Kevin Woodhouse | [kwoodhouse@pacifica.gov](mailto:kwoodhouse@pacifica.gov)

FOR IMMEDIATE RELEASE: Pacifica makes history and shows LGBTQ+ Pride at its first annual Pacifica Celebration. Community members are invited to gather at the Community Center and affirm community values ensuring that residents of all sexual orientations, gender identities, and gender expression are treated with respect and dignity.

At 11:00 AM, we are kicking off the festivities with remarks by the Mayor and other civic leaders at the Pacifica Community Center, 540 Crespi Avenue.

At 11:30 AM, the Pacifica Hot Rods will lead the Pride car parade north on Highway One before turning back south on Palmetto.

At 12:00 PM, the second parade contingent will start at Ingrid B. Lacy (IBL) Middle School, located at 1427 Palmetto Avenue, and will be led by motorcycles and the CoastPride float welcoming all to walk, ride, or cheer as the parade turns down Beach Blvd. and back up Palmetto to end up back at IBL.

Find Pacifica Pride:

- Pride flags are flying at our town centers
- Welcome signs in multiple languages are popping up in shop windows thanks to a City/CoastPride campaign (contact the City if you need one for your business)
- Pacifica Pride stickers
- Parade route is chalked by Girl Scouts with LGBTQ+-affirming messages
- Area business specials (to learn about these specials and after parade parties, [https://www.facebook.com/events/532103778414438?active\\_tab=about](https://www.facebook.com/events/532103778414438?active_tab=about))

Check out these businesses and families that are supporting Pacifica Pride:

73.1 DESIGNS | The Gallery, A Grape in the Fog, Bleyle Elevator, Brock Freeman Group, Compass Greta Sieglock, Cotton Crustacean, Eccleston, Inc., Intertwine Café, Kathy and Laura Palmer-Lohan, Lytt, Ocean Yoga & Massage, O'Reilly Property Group, Nancyland, Pedro Point Brewing, Protea Acupuncture, Rockaway Gifts and Sweets, Sanchez Art Center, Sharp Park Taproom, Table Wine, Taqueria Pacifica, The Pacifica Anchor, The Pac Barbershop, The Royal Bee, Traveler Surf Shop, and Winters Tavern.

Distribution: City Council, City Staff, Pacifica Tribune, Media Outlets