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Media Alert

FOR IMMEDIATE RELEASE

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Miami Beach Pride Flag Raising, Plaque Unveiling and Pride Lights the Night

— *The flag raising will take place outside City Hall at 6 p.m. on March 31, 2023* —

Miami Beach, FL – The City of Miami Beach kicks off the 2023 installment of Miami Beach Pride on Friday, March 31, 2023, with a ceremonial raising of the Progress Pride flag outside City Hall following a plaque unveiling in Pride Park to mark the Transgender Day of Remembrance, which honors the memory of those murdered because of prejudice against the transgender community.

“With hate rearing its ugly head, we fly our Progress Pride flag everyday because working toward equality and inclusivity is an everyday commitment,” Miami Beach Mayor Dan Gelber said.

Miami Beach Pride, which runs from April 1-16, brings together members of the lesbian, gay, bisexual and transgender community, their friends, allies and supporters to celebrate the unique spirit and culture of the LGBTQ+ community in Miami Beach.

Prior to the flag raising, city officials along with Trans leaders from TransSOCIAL and The McKenzie Project will unveil the plaque at 5 p.m. in nearby Pride Park at 1809 Meridian Ave. The plaque will be located at the base of the tree that was dedicated by the Miami Beach Commission on Nov. 20, 2022, the annual date of the Transgender Day of Remembrance.

“Many people don’t know that the LGBTQ+ community played a vital role in the resurgence of South Beach during the ‘80s and ‘90s,” said Miami Beach Commissioner David Richardson. “Miami Beach Pride is also a celebration of that contribution.”

The Progress Pride flag flies year-round alongside the American flag outside Miami Beach City Hall at 1700 Convention Center Drive.

“As a member of the LGBTQ+ community, I am proud that our city has hosted such an important event for 15 years,” added Miami Beach Commissioner Alex Fernandez. “I want everyone who attends Miami Beach Pride to feel welcome and valued.”

Sponsored by the Lincoln Road Improvement District, Pride Lights the Night caps off Friday’s activities at 7:30 p.m. at the Euclid Oval, 700 Lincoln Road. Guest speakers and a string music trio will honor the victims, survivors and family members affected by the 2016 Pulse Nightclub and the 2022 Club Q shootings.

Officials will flip an oversized light switch to transform Miami Beach into a sea of colors meant to represent shades of the LGBTQ+ community.

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WHAT: Miami Beach Transgender Day of Remembrance Plaque Unveiling

WHEN: Friday, March 31 at 5 p.m.

WHERE: Miami Beach Pride Park, 1809 Meridian Ave.

WHAT: Miami Beach Progress Pride Flag Raising

WHEN: Friday, March 31 at 6 p.m.

WHERE: Outside Miami Beach City Hall, 1700 Convention Center Drive

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