Boise Pride Announces 2020 Theme, “Power in Progress” - Previews Virtual Pride, Community Listening Engagements

Idaho’s largest Pride Festival responds to an evolving world and social climate in new, Progress-focused Pride celebration.

Boise Pride Festival recognizes the significance of this moment in time for our Pride, for our community, and for all of us as individuals. 2020 has presented to live events and nonprofits, the rescheduling or cancellation of hundreds of Prides around the world, and a reimagining of what LGBTQ+ celebration looks like in a COVID-19 world.

More importantly, this year has challenged us all to reimagine what “Pride” looks like going forward. Pride was born of a protest and series of events that lead to what many refer to as the “gay liberation movement.” Despite being forged by BIPOC (Black, Indigenous, and People of Color) and Transgender individuals, Pride as a concept often misses the mark in representing their voices in our parades and parties. The LGBTQ+ world now looks inward and poses the question, “What is Pride in 2020 and beyond?”

Idaho unfortunately made national headlines with the abhorrent decisions by the office of Governor Little, impacting the rights of our Trans brothers and sisters, all while the country is reeling from federal setbacks in LGBTQ+ rights from the current administration. It is our imperative to respond in meaningful ways to the state of LGBTQ+ rights in America.

Boise Pride also represents the largest Pride celebration in Idaho (on a trajectory to double in attendance). We intend to respond to these larger questions in how we activate year-round, and how we adjust our messaging, and our approach. We will listen to the BIPOC voices in our community to further amplify all voices in the LGBTQ+ and Allied communities, and seek ways to advance social issues important to all in the queer community.

“POWER IN PROGRESS”

That is why Boise Pride is moving forward with a new theme for 2020, indicative of our future as a community, and in response to what matters most right now. Our 2020 celebration, “Power in Progress” represents the significance of current events like the Black Lives Matter movement, and the power to be had in making progress as a community. This theme is, in part, inspired by the “Progress Pride Flag,” a flag designed by Daniel Quasar, to be inclusive of all in our community.
The first widely-recognized, modernized Pride flag came out of Philadelphia in 2017, the “Philly flag” which added the black and brown stripes. This was a step in the right direction and is the flag many have since adopted. Not long after, the “Progress” flag was unveiled, riffing on that concept by adding the Trans pride flag colors of white, pink, and blue, in a forward-facing arrow design signifying progress in the LGBTQ+ community.

We believe this flag represents our community as a whole, and sends a powerful and necessary message. We will begin adopting the flag in as many available contexts as possible. As suppliers increasingly make these flags available and in new sizes, we will make every effort to encourage those with our sponsors, community partners, and at any events. We will also display the flag on our digital communications, our social media, and on our website, which was updated today.

This is a small, symbolic gesture, and is a work in progress. We recognize there is a lot of work to be done as a community, as individuals, as friends and family for our Black and Brown and trans communities. Symbols carry meaning for good reason. We reflect on first seeing examples of LGBTQ+ representation in media and in our communities and how impactful it is to know we are one of many, and that we belong. If adoption of a more inclusive flag accomplishes this effort, we’ve done our job.

We have also updated our official Boise Pride logo with a color scheme consistent with this theme and message.

**LISTENING EVENTS**

Without action, a theme is just a theme. We are excited to announce a series of community listening events to be held monthly in July, August, and as part of our rescheduled Pride in September. These virtual events will be open to the community and led in partnership with BIPOC LGBTQ+ representatives in Boise, providing a transparent open forum to all on how to better our organization’s efforts. We will be announcing the first of these events soon.

**VIRTUAL PRIDE**

Finally, Boise Pride is announcing that, like many Pride organizations in our country, we are opting to reimagine Pride as a digital experience out of continued precautions around COVID-19 concerns. As we advance in areas of testing, treatment, and other public health efforts, it remains unlikely that we can confidently proceed with an event as large as Boise Pride has continued to be year after year.

These events will be a whole new experience for Boise Pride, incorporating many of the elements you know and love into an online streaming experience, including music, drag performances, speaker segments, and more.
In addition, we will continue to activate in physical spaces as much as we can. Efforts include Pride visuals around the city (including the Progress flag!), lighting the Capitol, encouraging businesses to display their Pride, and, where available, small events that follow public safety guidelines. We will also work with local food and beverage establishments to amplify their presences in place of typical food truck/vendor booth arrangements. All of these efforts will be announced as details become available. We have a few surprises in store to help bring the celebration to life with Pride at Home kits.

We thank Mayor McLean for her statement of support regarding our virtual and reschedule plans:

“Boise is a welcoming City where everyone’s voice and viewpoint are welcome and celebrated. We will miss welcoming the Boise Pride Festival to our streets this year. I look forward to enjoying the programming they are working to put together, especially as it pertains to making Progress in recognition of intersectionality in the LGBTQ+ and Allied community. I hope you will all join me in enjoying Boise’s virtual Pride this September.”

Boise Pride thanks the entire community for understanding the areas in which we do not control the outcome of 2020, and joins us in shaping the areas in which we do have the Power to promote community, inclusion, amplifying voices, and seeking Progress in 2020 and beyond.

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Learn more about the Progress Pride flag: https://www.dezeen.com/2018/06/12/daniel-quasar-lgbt-rainbow-flag-inclusive/

To keep up to date with Boise Pride Festival updates, follow our social media as outlined below, and sign up for our newsletter on our website at boisepridefest.org. We look forward to celebrating our 31st Anniversary with you this Fall.
— Boise Pride Festival organizers

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General Questions
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Founded in 1989, Boise Pride Festival is set to celebrate its 31st Anniversary this year. Exceptional support from our community has made the festival a stand-out LGBTQ+ celebration. We strive to promote unity and celebrate the diversity of sexual orientations and gender identities, engaging the Boise community year round.

Boise Pride Fest is a 501(c)(3) nonprofit based out of Boise, Idaho.

Boise Pride social media pages:
Twitter: @boisepride Instagram: @boisepride Facebook: facebook.com/BoisePrideFest/