

# Tijuana Pride International Grand Marshal Announced

Palm Springs, California - May 23, 2011 - Comunidad Orgullo GLBT Tijuana and Greater Palm Springs Pride jointly announced today that human rights activist and board member of Palm Springs Pride Ron deHarte will be the international grand marshal of the 2011 Marcha de Orgullo GLBT Tijuana, in Tijuana, Baja California Mexico.

Organized by Fondo de Asistencia Para el Sida, A.C., the 16<sup>th</sup> annual pride parade and premier equal rights demonstration in Tijuana will take place at 5:00pm on Saturday, June 18, leaving from the Alliance Against AIDS Clinic at 7648 Calle 1ra (Calle Artículo 123) and traveling along the main streets of downtown before coming to an end at Plaza Santa Cecilia between 1st Street and Avenida Revolución and 2nd & Constitución.

deHarte said, "It is an honor to have been selected as the International Grand Marshal and I'm looking forward to marching along Avenida Revolución and continuing the call for equal rights for all individuals." deHarte added, "I've worked in Mexico and Central America and have seen the difficulties lesbian, gay, bisexual and transgender individuals face just being themselves. The pride movement throughout the world can only be as strong as the local equal rights activists and allies and each year we are seeing a stronger and stronger show of support for the LGBT community in Tijuana. In large part this support and increased awareness is a result of the dedication of activist Lorenzo Herrera. Lorenzo and the committee members do great work for the LGBT community in Tijuana."

Lorenzo Herrera, director of Comunidad Orgullo GLBT Tijuana said, "Ron deHarte has been a friend of our organization and someone who has stood up to rally support for our work in Tijuana, Ensenada and Mexico City. From 2006-2009 he organized the largest single-day event and human rights actions in the City of San Diego and in June 2009, he was attacked at an equal rights demonstration in Lemon Grove, California while holding a Rainbow flag and participating in the Equality Torch Relay. We have relied on his guidance and inspiration for many years. His support is invaluable and we are proud to honor his activism as the International Grand Marshal."

Ron deHarte is recognized for his work to raise visibility and awareness of the LGBT community to break down barriers and achieve equal rights for all. He's a tireless volunteer supporting pride organizations around the world. He has served as a mentor and passionate supporter to the Tijuana organizing committee since he first marched in

Tijuana in 2006. In the last year, deHarte has volunteered with Phoenix Pride, the Lemon Grove Pride Celebration, Sydney LGBT Mardi Gras and Palm Springs Pride.

A nonprofit executive and large-scale event producer, Ron currently serves as the executive vice president of Palm Springs Pride in Palm Springs, California. He has served on the board of directors for InterPride, the international organization for pride organizers and as the visionary leader of one of the largest equal rights pride organizations in the United States.

### **About Tijuana Pride:**

With the growing need to support people infected with the HIV virus several activists and entrepreneurs decided to create an association to provide assistance to the gay community in Baja California.

The Assistance Fund for AIDS was established in January 2004 to support individuals infected with AIDS, to provide educational materials to the public about AIDS, raise prevention awareness and overcome the social stigma of the illness.

### **About Greater Palm Springs Pride:**

The Greater Palm Springs Pride organization ( [www.pspride.org](http://www.pspride.org) ) is a non-profit organization founded to promote the public education and public awareness of individual rights and civil liberties of the lesbian, gay, bisexual and transgender community and to promote the history, diversity and future prosperity of the Greater Palm Springs LGBT community.

### **How to Get There:**

The Tijuana Pride parade will step off at 5:00pm on Saturday, June 18, leaving from the Alliance Against AIDS (ACOSIDA) Clinic at 7648 Calle 1ra (Calle Artículo 123) and traveling along the main streets of downtown before coming to an end at Plaza Santa Cecilia between 1st Street and Avenida Revolución and 2nd & Constitución.

Participants will gather in front of the community-based Alliance Against AIDS (ACOSIDA) Clinic at 7648 Calle 1ra, five blocks west of Avenida Revolución between Avenida E (Mutualismo) and Avenida F (5 de Mayo). (Some street signs refer to Calle 1ra as Calle Artículo 123.)

To get to the staging area, walk across the international border at San Ysidro. Exit the southern pedestrian turnstiles (not the western ones). Ignore bus and taxi drivers because it is only a short walk. Turn right and follow the tourists across Avenida

Amistad, through the Viva Tijuana open-air mall, and across the big Tijuana River pedestrian bridge. Continue walking directly west about three blocks and cross under the famous St. Louis-style arch on Avenida Revolución.

Enter Calle 1ra/Artículo 123 — do not enter Plaza Santa Cecilia pedestrian mall – walk along the right side of the mall — and proceed to number 7648.

To get to the border, take the San Diego Trolley or drive and park in a secure, paid lot on the U.S. side.