



FOR IMMEDIATE RELEASE

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**SAN FRANCISCO PRIDE ANNOUNCES
AMARA LA NEGRA AS HEADLINE ENTERTAINMENT**

*International Entertainer and TV Personality will appear on
Pride Main Stage and Don Julio Latin Stage on Sunday June 30, 2019*

San Francisco, CA – San Francisco Pride is pleased to announce the first entertainer to join the lineup of performers at the annual Celebration in June 2019. Musician and TV personality **Amara La Negra** will appear on multiple stages at the 49th Annual LGBT Pride Celebration and Rally.

Amara La Negra, a star of Miami Afro-Latina culture, is an international entertainer, singer/songwriter, actress, model, and esteemed philanthropist. Amara La Negra performs a wide variety of musical genres, particularly rhythms hailing from the Caribbean including dembow, reggaeton, tropical, soul, dance, pop, R&B and soca. Born and raised in Miami, Amara La Negra conveys a vibrant collage of Spanish and Caribbean experience while channeling R&B and hip hop inspirations. La Negra has a formal educational background in performing arts, dance, modeling, and acting. The break-out star of *Love & Hip Hop: Miami*, La Negra also appears in the film *Fall Girls* which premiered on BET in January. She was also a finalist on the Univision dance competition show, *Mira Quién Baila All Stars*.

This month, Amara La Negra will release her new EP, *UNSTOPPABLE*, which she describes as a Spanglish presentation of her growth as a musical artist. "I'm just so happy because I've worked so hard for a moment like this," the artist remarked on the release and the success of her many other projects.

Amara La Negra will appear on the Don Julio Latin Stage, in addition to the Main Stage, on Sunday June 30. The Latin Stage at San Francisco Pride, produced by Club Papi Productions for over twenty years, has featured some of the biggest names in the Latin music world. Performers such as Gloria Trevi, María José, Edith Márquez, and Laura León have thrilled SF Pride audiences over the years. The Latin Stage is one of over twenty community-programmed stages and gathering spaces at the two-day Celebration and Rally.

The Main Stage of San Francisco Pride sits at the heart of the Pride Celebration on the steps of majestic City Hall. The largest Pride stage in the country, the Main Stage delivers two exciting days of programming featuring the best of the Bay Area, as well as nationally and internationally touring acts, community organizations, and important thought leaders. Past performers have included Peaches, Backstreet Boys, Solange, En Vogue, Chaka Khan, Evelyn "Champagne" King, and Betty Who. Amara La Negra will be among the many world-class acts that grace the Main Stage on Sunday June 30.

"We are thrilled to welcome Amara La Negra to our Pride Celebration," said George F. Ridgely, Jr., San Francisco Pride Executive Director. "Her talent is undeniable, and her messages of self-confidence and determination resonate with many in our communities. Our communities have been built on the shoulders of brave individuals who refused to give up on their dreams. We relate to working diligently for recognition and respect, and Amara La Negra is a person who models grace and fortitude. We can't wait for SF Pride's audience to get to know her story better."

Amara La Negra is the first entertainer to be announced for 2019 San Francisco Pride. More performers, as well as special guests and celebrity grand marshals, will be announced as the event approaches. The

San Francisco Pride
1841 Market Street, 4th Floor
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Main Stage is accepting submissions of interest to perform until March 15. More information about Main Stage submissions can be found at www.sfpride.org/main-stage.

The 49th Annual San Francisco LGBT Pride Celebration and Parade, *Generations of Resistance*, will be held on June 29 and 30, 2019. The Parade/March is Sunday, June 30 in the heart of downtown San Francisco beginning at 10:30 AM. A two-day Celebration and Rally is scheduled from Noon to 6:00PM on Saturday, June 29, and from 11:00 AM to 6:00 PM on Sunday, June 30 at San Francisco's Civic Center Plaza and surrounding neighborhood.

EVENT CALENDAR

San Francisco LGBT Pride Celebration and Parade
Generations of Resistance | June 29-30, 2019

Celebration/Rally

Civic Center Plaza Park
Saturday, June 29, 12:00 PM to 6:00 PM
Sunday, June 30, 11:00 AM to 6:00 PM

Parade/March

Along Market Street, from Beale to 8th Street
Sunday, June 30, beginning at 10:30 AM

About the San Francisco Pride Celebration Committee

The San Francisco Pride Celebration Committee is a 501(c)3 non-profit organization founded to produce the SF Pride Celebration and Parade. The mission of the organization is to educate the world on LGBTQ issues, as well as commemorate the heritage, celebrate the culture, and liberate the people of all LGBTQ communities. A world leader in the Pride movement, SF Pride is also a grant-giving organization through its Community Partners Program. Since 1997, SF Pride has granted over \$3 million dollars in proceeds to local nonprofit LGBTQIA organizations and organizations working on issues related to HIV/AIDS, cancer, homelessness, housing rights, and animal welfare.

For Event Information or to Become a Member

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