

**** MEDIA ALERT ** MEDIA ALERT ** MEDIA ALERT ****

**BEVERLY CENTER AND THE ADVOCATE KICK-OFF PRIDE MONTH
WITH CHAMPIONS OF PRIDE EVENT**

*Celebrity Guests Honor The Advocate's 2018 Champions of PRIDE
and Celebrate the LGBTQ Community with Special Lighting Ceremony*

WHO: **Beverly Center**, Southern California's premier fashion destination, in partnership with **The Advocate** will come together to kick-off PRIDE month and celebrate the LGBTQ community with actress **Laverne Cox** (*Orange Is The New Black*), television personality **Karamo Brown** (*Queer Eye*), pop singer and drag queen **Ada Vox** (*American Idol*) and others.

Additional guests joining the celebration include YouTube personalities **Aaron Rhodes** and **Austin Rhodes**, actress **Alex Billings** (*Transparent*), actor **Clark Moore** (*Love Simon*), YouTube personality **Connor Franta**, music marketer, DJ and owner of IHEARTCOMIX **Franki Chan**, actor **Jarret Janako** (*Law & Order: SVU*), actress **Jasmine Savoy Brown** (*The Leftovers*), actress **Jasika Nicole** (*The Good Doctor*), television creator, showrunner, director and writer **Jill Soloway** (*Transparent*), actor **Jonathan Bennett** (*Mean Girls*), activist, musician and songwriter **Justin Tranter**, YouTube personality and transgender rights activist **Kat Blaque**, dancer and actress **Mollie Gray** (*Teen Beach Movie*), YouTube personality and LGBTQ activist **Nikita Dragun**, musician **Shea Diamond**, actress **Stephanie Beatriz** (*Brooklyn Nine-Nine*) and Broadway star and actor **Wilson Cruz**, (*13 Reasons Why*, *Rent*, *Star Trek*).

WHAT: Beverly Center and The Advocate, along with LGBTQ celebrities and notable allies, will honor four of The Advocate's official Champions of PRIDE: Parkland survivor and advocate **Emma Gonzales**, ballroom icon and trans actress **Cece Suazo**, Chief Executive Officer of Extraordinary Families **Sarah Boone**, and founder of the of the first black, gay disco in LA **Jewels Thais-Williams** during a private reception at Beverly Center's Farmhouse.

A very special moment will take place outside of Beverly Center as **Laverne Cox** hosts the official ceremony to light up Beverly Center's exterior in PRIDE's signature rainbow coloring, making it the marquee icon building of the West Coast.

At the reception, guests will enjoy the stylish tunes of **Newbody** and be treated to a special performance from **Ada Vox**. A one-of-a-kind mural created by Lovewall artist **J. Goldcrown** will serve as the photo backdrop that evening and will live at Beverly Center throughout the month of June.

WHEN: Friday, June 1, 2018
6:15pm: Press Arrivals & Check In
7:00pm: Cocktail Event Begins / Guest Arrivals & Check In
8:00pm: Lighting of Beverly Center Exterior
10:00pm: Event Wraps

WHERE: Farmhouse at Beverly Center
8500 Beverly Blvd.
Los Angeles, CA 90048
Complimentary valet available at 3rd Street Valet (entrance off of 3rd Street) and Grand Valet (entrance off of La Cienega)

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**** Please note Beverly Center handle @beverlycenter, The Advocate handle @theadvocatemag and hashtag #BeverlyCenterPRIDE when posting on social from the event ****

About Beverly Center

Beverly Center is Southern California's premier fashion destination with more than 100 distinctive specialty boutiques reflecting the diverse styles and tastes of Los Angeles, including a paramount portfolio of luxury retailers such as Burberry, Dolce & Gabbana, Fendi, Gucci, Louis Vuitton, Prada, Saint Laurent and Salvatore Ferragamo. The Center is anchored by Bloomingdale's and Macy's. The unique assortment of point-of-difference stores like COS, Henri Bendel and Traffic, paired with the expanded fast fashion collection comprised of Uniqlo, H&M and XXI Forever and contemporary brands Sandro, Maje and Zara make Beverly Center the ultimate shopping experience.

About The Advocate

Celebrating 51 years of continuous publication, The Advocate and **Advocate.com** serve as the world's leading LGBTQ+ news source. The magazine reports monthly on news, politics, business, medical issues, fine arts, and entertainment. **Advocate.com** is a source for breaking news and current events in all of those areas.

The Advocate is part of the Pride Media portfolio which operates the most recognized LGBT-targeted brands through its print, digital, event, and social divisions. Pride Media properties also include OUT, HIV Plus, OUT Traveler, Pride.com and its newest property, CHILL. Additionally, the Pride Media digital brands encompass: **Out.com**, **OutTraveler.com**, **Advocate.com**, **Pride.com**, **Chill.us** and **HIVPlusMag.com**.

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