



**Pride #OnLincoln: Lincoln Road Supports Miami Gay Pride with Events & Activations**  
***-Flip the Switch Lighting Ceremony at 8:20pm on Thursday, April 6, 2017-***

**Miami Beach, FLA., March 31, 2017** – [Lincoln Road](#), Miami Beach’s most iconic promenade, is proud to support the LGBT community as an official sponsor of Miami Beach Gay Pride 2017. This year, the public can visit Lincoln Road as it celebrates diversity and individuality with a uniquely colorful experience, reflecting its continued commitment to art, culture, design and community through its #OnLincoln series. Lincoln Road recently hosted the pre-Pride Legacy Couples Celebration this past Tuesday and will host the post-Pride Volunteer Thank You Event next month.

The actual Pride festival and parade dates are April 7-9, but Lincoln Road will kick things off on the evening of April 6 at 8:20pm as PULSE Nightclub survivor Mario Perez “flips the switch” to light up the promenade in a rainbow of colors. The lighting will take place at 8:40pm. Using 3D projection mapping technology, intricate design sequences set in Pride’s signature colors will illuminate the facades of 407 & 1111 Lincoln throughout the weekend in collaboration with “Pride Lights the Night.” This beautiful display of unity and remembrance will pay tribute to the victims of PULSE and their families, as well as send a message of support to the entire LGBT community. The five to six minute loop will run continuously the entire evenings of April 6-9.

In addition, hundreds of colored plastic balls will be placed inside the water fountains on Lincoln Road to create a beautiful effect for the public to see and interact with throughout Miami Beach Gay Pride 2017.

“The goal is to send a playful, yet powerful, message of support to the LGBT community,” shares Ivannia Van Arman, executive director of the Lincoln Road Business Improvement District. “Lincoln Road is committed to creating a diverse and inclusive community that celebrates creativity, individuality and equality; and we are very excited to contribute to Miami Beach Gay Pride this and every year.”

In addition to the activations above, Lincoln Road will host the additional event below:

**Volunteer Thank You Event**

Friday, May 12, 7-9 p.m., Lincoln Center Courtyard at Euclid Ave.

The #OnLincoln series aims to elevate the destination beyond world-class shopping and dining, to one that is a haven for those seeking art, culture and design as well. For news and updates about events and activations happening on Lincoln Road, visit [www.Lincolnrd.com](http://www.Lincolnrd.com). For more information on Miami Beach Gay Pride, visit [www.miamibeachgaypride.com](http://www.miamibeachgaypride.com).

**Lincoln Road**

[Lincoln Road](#) is an iconic pedestrian district, located in Miami Beach, Florida, that serves as a hub for modern culture-seekers, both local and international. It is home to the New World Center concert hall, historic Colony Theatre managed by resident Miami New Drama company, and ArtCenter/South Florida, a collection of studios and gallery spaces for artists. Lincoln Road also features over 200 designer boutiques, national retail stores and fine restaurants and bars. For additional information, visit us online at <http://www.lincolnrd.com>.

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