

# Welcome to Wello

West Hollywood is more than a city. It's a magical place where each of us can be ourselves and all of us can be one community.

In WeHo, something new is happening every day. Our rainbow district is thriving with new businesses and new business owners who are part of the LGBTQ+ community.

Thank you for celebrating with us!



"Ride me to the afterparty."

BIKE

Block Party Wello

MORE FUN. MORE LIFE. MORE WEHO!

























### where it's pride! everyday...

8900 SANTA MONICA BOULEVARD, WEST HOLLYWOOD info@roccosweho.com



### Mayor's Welcome

West Hollywood is a special place where everyone can be free to be their truest self. Every Pride season offers important opportunities to reflect and celebrate in community, and this year as we gather, let us also recommit to the ongoing work of advancing of our rights and freedom and making the world a safer and more accepting place for the LGBTQ community.

**Mayor Chelsea Byers** 

### Our Pride is not a Season, Our Pride is All Year Round.

The evolution of the West Hollywood City Flag began with its incorporation in 1984, when the city council adopted the city's first flag, a blue flag with a white square in the shape of the WeHo borders.

In 2013, Larry Block, owner of the Block Party WeHo, donated a rainbow flag to the city council, asking for it to be flown on City Hall for Pride. When one city council member ordered the rainbow flag off City Hall, Block led a movement to "designate Boystown," and gathered support for a new city flag with the rainbow colors.

The grand compromise would embed the rainbow colors on a white flag, and in 2014, the city council adopted the new City Flag of West Hollywood.



Scan to watch the fight for the new WeHo flag



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### **MORE FUN. MORE LIFE. MORE WEHO!**

# PRIDE Weekend

MAY 30 THROUGH JUNE 1

Friday Night at OUTLOUD
WeHo Pride Street Fair
WeHo Pride Parade
OUTLOUD at WeHo Pride
Women's Freedom Festival
Dyke March and More!



@wehopride wehopride.com









### **Harvey Milk Day Kick-Off**

WeHo Pride kicks off with a tribute to Harvey Milk, honoring his enduring impact on LGBTQ+ political progress. The evening will also spotlight the José Sarria Drag Pageant.

Thursday, May 22, 2025 6:00 PM – 8:00 PM South Lawn, West Hollywood Park (at the base of the Great Staircase, 8750 El Tovar PI)

### **WeHo Pride Arts Festival**

Experience the vibrant creativity of the LGBTQ+ community through visual art, live performances, and hands-on workshops at the annual WeHo Pride Arts Festival. Events will take place at locations like West Hollywood Park and the Village at Ed Gould Plaza.

May 23 – May 25, 2025 Multiple venues across West Hollywood Check wehopride.com for full schedule.

### **WeHo Pride Weekend**

The city's biggest celebration of the year brings together music, art, parties, and community events. From daytime festivities to nightlife blowouts, WeHo Pride Weekend is the heart of the season.

May 30 - June 1, 2025 Throughout West Hollywood

### WeHo Pride Presents Friday Night at OUTLOUD

This free concert in West Hollywood Park launches the weekend with big energy. Headliners will be announced soon! RSVP is required to claim your free ticket—space is limited.

Friday, May 30, 2025 West Hollywood Park

### **OUTLOUD Music Festival**

WeHo Pride's premier music event returns with a powerhouse lineup: Lizzo, Lil Nas X, Honey Dijon, Paris Hilton, and Kim Petras. OUTLOUD amplifies queer voices and celebrates LGBTQ+ music culture.

May 31 – June 1, 2025 West Hollywood Park

### Women's Freedom Festival

Produced by the L-Project, this free co-sponsored event celebrates LGBTQ+ women and allies through music, comedy, poetry, and activism. Showcasing emerging talent from LGBTQ and BIPOC communities, the afternoon will be packed with performances and community spirit.

Saturday, May 31, 2025 12:00 PM - 6:00 PM Celebration Stage

### **Dyke March**

Rev your engines and raise your voices. The Dyke March kicks off just after the Women's Freedom Festival with a motorcycle-led procession down Santa Monica Boulevard. LGBTQ+ women and allies gather at the Celebration Stage before hitting the street together in a proud, high-energy rally.

Saturday, May 31, 2025 6:00 PM - 6:30 PM Celebration Stage

### **WeHo Pride Street Fair**

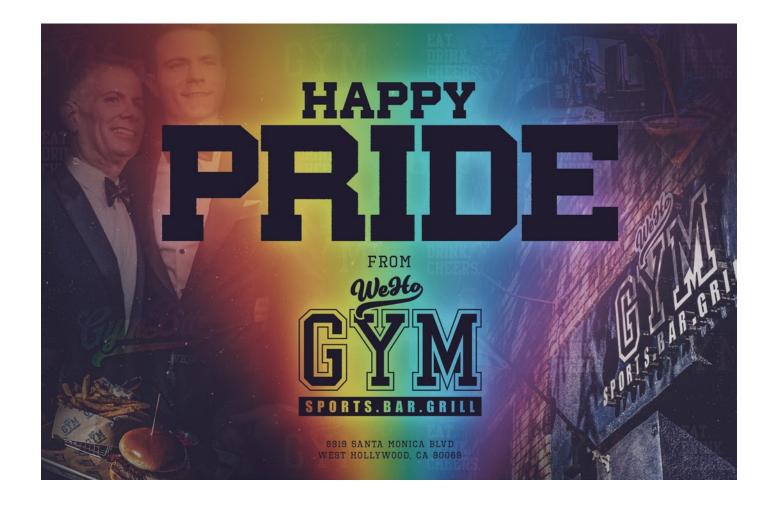
Stretching along Santa Monica Boulevard, the Street Fair is free and open to all, featuring exhibitors, artists, and makers from across the LGBTQ+ community. With live performances on the Community Stage and vendor booths full of pride, it's a vibrant, family-friendly way to connect and celebrate.

May 31 – June 1, 2025 12:00 PM – 8:00 PM Along Santa Monica Blvd

### **WeHo Pride Parade**

The WeHo Pride Parade is a colorful and entertaining event for the whole family and features contingents such as floats, bands, drill teams, dance teams, entertainment entries, marchers and special guests.

Sunday, June 1, 2025 Along Santa Monica Blvd



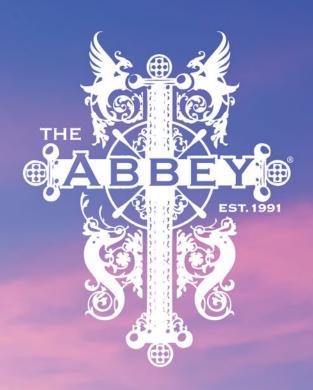




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### IF PRIDE IS A SIN,

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# THANK YOU

### Queer Music. Queer People. Queer Communities

We'd like to thank the West Hollywood community, our community, for your continued support over the past four years of OUTLOUD Music Festival at WeHo Pride. We promise to continue our mission to amplify and elevate the full spectrum of LGBTQIA+ voices.

We've captured the attention of tens of thousands because of you. So join us. Because together, we're louder.

@officiallyoutloud outloudmusicfestival.com @meetjjla • jj-la.com

for more info about outloud and to get passes to this year's festival please visit **outloudmusicfestival.com** 





# Mew Faces of Mew Faces of Nightlife



Matt Ross is the new owner of Rocco's WeHo. Matt has been a West Hollywood resident for 28 years and this is his first venture into WeHo's nightlife scene. Rocco's is now gay-owned and operated.



Danny Santiago is the new managing partner of Revolver. Danny has been a West Hollywood resident for over 20 years. The former barback-turned-manager is now the owner of this favorite neighborhood hotspot.



Jay Krymis is the owner of Schmitty's. Jay has been involved in WeHo nightlife for over twenty years as the owner of the former Fubar. Schmitty's has become one of WeHo's favorite watering holes.



Tristan Schukraft is the new owner of the The Abbey and Chapel. The former West Hollywood City Council candidate is also the owner of Mistr, & the Green Qween Cannabis dispensary in West Hollywood.



Jonathan Cortrell and his husband Erik Braverman are the proud new owners of WeHo Gym Bar. The two were married at Dodger Stadium on January 25th, 2022. Both Jonathan and Erik are long term residents of WeHo.



Adam Garvey is the new owner of V Wine Room. Adam was a frequent customer who quit his day job to pursue his dream. Adam is an 18 year West Hollywood years.



Jacob Shaw is the new owner of Beaches Tropicana, and is sister club Beaches Baja. Jacob lives in West Hollywood for almost 20 years with his partner Rene.



Dale Warner and Ruben Lopez are the new owners of Micky's. The town moved to West Hollywood from New York city in 2003 and are also the proprietor of Hamburger Mary's Weho.



COMING SOON: Sweetwater owned by Berni Gambino and will be the first all-inclusive lesbian bar in WeHo

Pizzana **Bottega Louie** Salt & Straw **Body Energy** Tail of the Pup **Bora Sushi Open Table Tender Greens** Fresh Corn Grill Scoop & Cone **Starbucks Junior Cookies** 

**Z** Pizza Greenwich Village **Izakaya Tora** Shake Shack El Pollo Loco Ready Fit Go Kreation **LA Buns Guisados Rio**Zonas Fresh Brothers Fan Girl Cafe

### **MORE FUN. MORE LIFE. MORE WEHO!**

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# a Tricola E I I

Micky's **Beaches Baja** The Abbey Chapel Gym Bar WeHo The Wild **Trunks Tom Tom** Revolver Hamburger Mary s **Beaches Tropicana** Or Bar **Hi Tops** 

Rocco's
MotherLode
Craig's
Schmitty's
V Wine Room
La Bohème
33 Taps
Roosterfish
Bayou
Fiesta Cantina

Coming soon

**Sweetwater** 

Mic-Drop

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### Dr. Rebecca Gitlin: Recipient of the Rainbow Key Award



**Dr. Gitlin is celebrated for her incredible work** at the Los Angeles County Department of Mental Health, where she spearheaded efforts to develop programs and training sessions across the county, solely focused on LGBTQIA+ issues and needs. For nearly four years, Dr. Gitlin ran training seminars for DMH employees as well as groups within the community.

She established a network of trained clinicians and maintained a crucial referral network between DMH and health services for individuals who needed support letters for gender-affirming medical care. Dr. Gitlin also launched the LGBTQ Champion Network, recruiting within the department for clinical and administrative programs throughout all service areas in LA County, and ensured proper geographic representation, language capacity, age diversity, and more — so that anyone within the LGBTQIA+ community seeking care had an advocate on their side.









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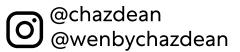


# WEN you can, you do





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### **BEVERLY HILLS**

9527 W. Pico Blvd. Los Angeles, CA 90035

Next to Coffee Bean Hours: Mon - Sun 9am - 10pm K (213) 409-4111

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### **BRENTWOOD**

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Hours: Mon - Sun 9am - 10pm (925) 488-1177



### **WEST HOLLYWOOD**

Intersection of Santa Monica Blvd. & La Brea Ave.

1130 N. La Brea Ave.

(213) 370-0999

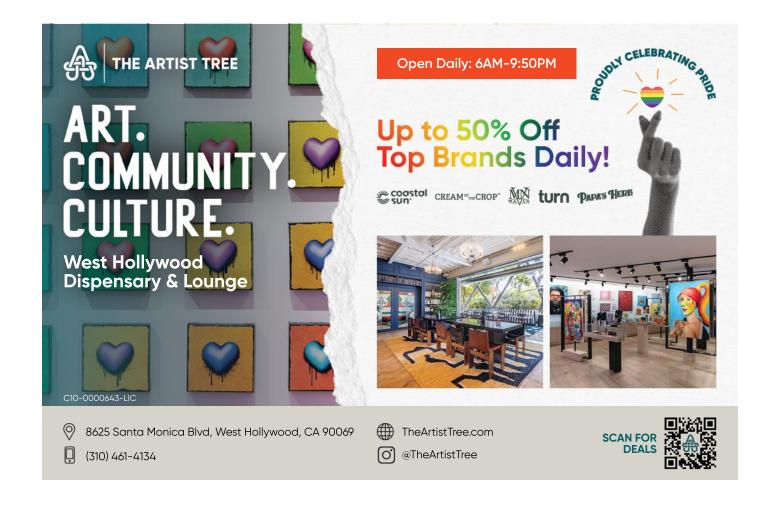
West Hollywood, CA 90038 🔨 Hours: Mon - Sun 9am - 10pm

### **CULVER CITY**

11441 Jefferson Blvd. Culver City, CA 90230

Hours: Mon - Sun 9am - 10pm (424) 523-0077





### **ELEVATE YOUR PRIDE IN EMERALD VILLAGE**







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every night





## CAPITOLDRUGS

HAPPINESS IS:
WATCHING A COMMUNITY THRIVE

JOY IS:

BEING PART OF THE THRIVING COMMUNITY

Happy Pride



# Your progress is our progress

Visit cedars-sinai.org

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### STORIES: THE AIDS MONUMENT



The AIDS Monument of West Hollywood is located along San Vicente Boulevard, at West Hollywood Park. The concept was originally conceived by Craig Dougherty and Conor Gaughan, who approached West Hollywood city officials to gather support.

The AIDS Monument Foundation incorporated in 2013, and the monument is expected to open to the public in late 2025. Designed by Daniel Tobin, it will feature 144 bronze pillars called "traces," which will light up into the sky.

**Irwin Rappaport, chair of the Foundation for The AIDS Monument,** described the pillars as "traces of people — one among us in life, and now with us in spirit. People who gathered and marched, who stood up to help others when so many looked away. People standing up in protest."

### How are the AIDS Monument and WeHo Pride tied together?

Rappaport explained: "To have meaningful pride in our community, we have to understand where we came from. AIDS is an essential part of LGBTQ history. We lost almost an entire generation of friends, lovers, colleagues, mentors, leaders, and family members. AIDS forced our community to come together — to take care of each other and to advocate for our rights: for funding, for faster drug approvals, for compassion and empathy. We can take pride in how we learned to care for each other and advocate for ourselves."













# WeHoWorks ...GETS YOU 'JOB READY'

### Our free services include:

- Individualized Career Coaching
- Proactive Job-Search Strategies
- Virtual & In-Person Workshops & Labs
- Access to local Job Listings and Hiring Events
- Referrals to other Human Resource Partners
- Specialized job training for eligible clients

### FIND MORE INFO

CALL (310) 652-6378 VISIT jvs-socal.org/wehoworks

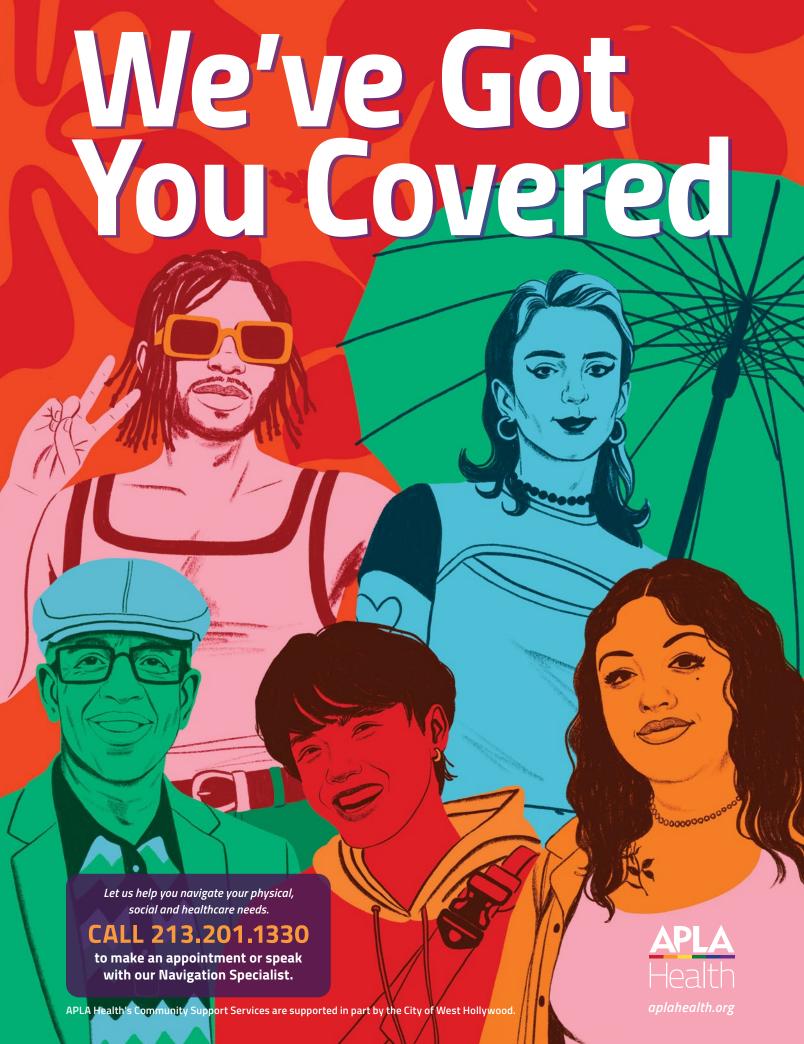


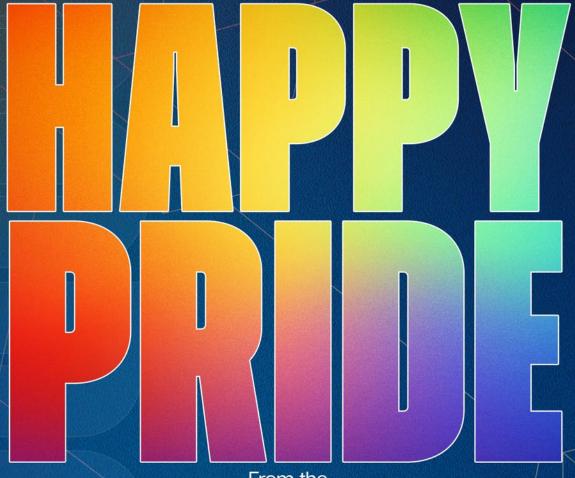


The WeHoWorks Career Resource Center, located inside the West Hollywood Public Library, offers job seekers who live or work in West Hollywood free job search skills training and job placement assistance.

Made possible by the City of West Hollywood.





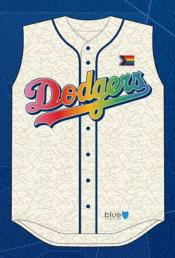


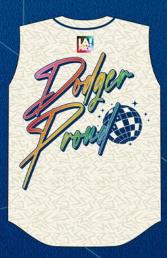
From the Los Angeles Dodgers.

Join us at Dodger Stadium to celebrate LGBTQ+ Pride Night

blue california









### Where the boys and girls Can all be queens...



























## Keep on dancing down in West Hollywood

**MORE FUN. MORE LIFE. MORE WEHO!**