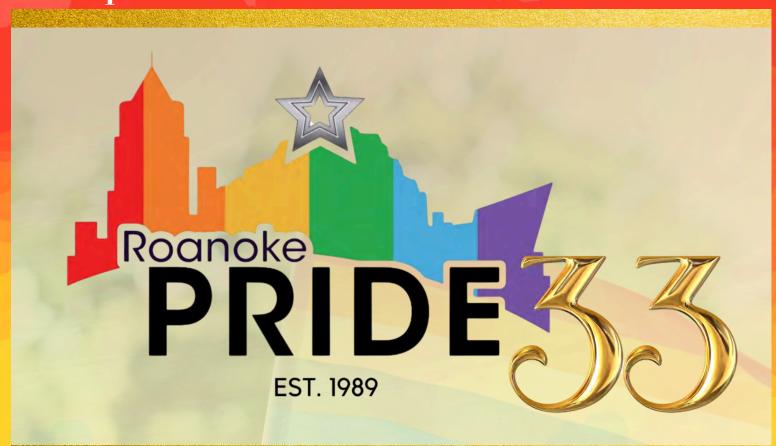


# 33rd Annual ROANOKE PRIDE GUIDE

APRIL 25-27, 2025
ELMWOOD PARK & UPTOWN
ROANOKE, VA

## PRIDE UNBROKEN

A Legacy of Love & Resilience





## ROANOKE PRIDE COURT











## Pride Unbroken: A Legacy of Love and Resilience

This year, Roanoke Pride stands tall with a theme that celebrates the unyielding spirit that has carried us through generations—Pride Unbroken. Our journey has been one of love, courage, and resilience, woven through the hearts of those who came before us and those who stand with us today. We honor a community that has faced adversity with unwavering strength, lifting each other up in the face of challenge, and building a legacy rooted in love, equality, and justice. This is more than a celebration; it's a tribute to the endurance of our fight, a reminder that together, we are unbreakable. Join us as we proudly carry forward the torch of love, inclusivity, and resilience, lighting the path for future generations.

This legacy belongs to all of us—unbroken, unshaken, and unstoppable.



#### A Message from Roanoke Pride: In Unity, We Remain Unbroken

For 35 years, Roanoke Pride has stood as more than an organization. It has been a sanctuary, a rallying point, and a living testament to what it means to be seen, heard, and valued. We've weathered storms and celebrated milestones, always grounded in one powerful truth: we are stronger together.

In recent days, that truth has taken on new urgency.

We find ourselves once again in the crosshairs of fear-driven rhetoric and violence — especially our Trans siblings, who continue to be targeted, marginalized, and dehumanized across our nation and even within our own communities. These attacks are not abstract. They are personal. They are real. And they demand more than our attention — they demand our action.

To our Trans family: we see you, we love you, and we will not leave you to face this alone. Your lives are sacred. Your identities are valid. Your place within this community is not up for discussion — it is absolute.

Now is not the time to be quiet. Now is not the time to retreat.

Now is the time to rise — louder, prouder, and more unified than ever before.

Pride Unbroken is more than a theme. It is our history. It is our future. It is a vow. It speaks to the generations who came before us — who fought in the streets, who loved in secret, who lived without protection — and it echoes forward as a promise to those still finding the courage to live authentically.

This is not just a fight for visibility. This is a fight for survival, for equity, for joy, for life itself.

And it is a fight we face as one.

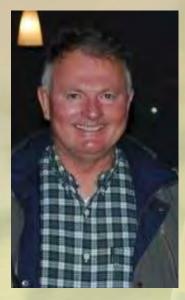
To our allies, to our leaders, to every member of our LGBTQIA+ family: your voice matters. Your presence matters. Your willingness to stand in the gap — to advocate, to protect, to hold space — could be the difference between despair and hope for someone else.

We are not broken. We will not be broken.

Roanoke Pride remains committed — not just to celebration, but to justice. Not just to visibility, but to accountability. Not just to love, but to action.

Let this moment mark a renewed call to unity. Let it remind us that we are not just individuals — we are a community. A force. A family. And when we move together, we move mountains.

Together, we are Pride Unbroken.







Dale Lee Thomasson September 15, 1951 - May 8, 2024

Dale Thomasson didn't just open a gay bar — he built a home!

For thousands, THE PARK offered more than a night out. It offered belonging, safety, and family at a time when those were hard to find. Dale created a space where people could be seen, heard, and loved exactly as they were.

THE PARK became a cornerstone of the community — a refuge during crisis, a stage for joy, and a place where countless lives were changed for the better.

Dale's legacy lives on in every person who found themselves under his roof.

We honor him with pride, with love, and with the promise to carry his light forward.

-Joey Driscoll



## WEEKEND OVERVIEW

#### Friday Evening - April 25th, 2025 - The Park Dance Club

7:00 PM – 2:00 AM: PRIDE 33 KICKOFF PARTY
With Stars of RuPaul's Drag Race & The Boulet Brothers' Dragula:
DAWN & AURORA GOZMIC
Tickets Available in Advance & At the Door

#### Saturday Evening - April 26th, 2025 - The Park Dance Club

6:30 PM - 3:00 AM: PRIDE 33 DANCE BLOCK PARTY With Star of RuPaul's Drag Race: Latrice Royale Tickets Available in Advance & At the Door

#### Sunday - April 27<sup>th</sup>, 2025 - Elmwood Park, Downtown Roanoke

8:00 AM – 11:00 AM – Vendor Setup Vendors are encouraged to be in place and ready by 11:00 AM

10:30 AM - Metropolitan Community Church of the Blue Ridge Morning Service

11:00 AM - Elmwood Park Festival Entertainers' Sound Check

11:45 AM - Amphitheatre Gates Open to General Public

12:00 PM - Roanoke's Pride in the Park 33 Festival Kick Off & Welcome

1:00 PM — 6:20 PM — Featured Entertainment of Pride in the Park 33 with Main Stage DJ Naked Monkey

See Elmwood Park Sunday Entertainment Stage Schedule

#### Sunday Evening - April 27th, 2025 - The Park Dance Club

Beginning approximately 45 minutes after the Elmwood Park Finale: Roanoke Pride 33 Afterparty With:

Dana St. James,
Miss Gay US of A 2024: Jessica Jade,
& Miss Gay United States 2024: Malayia Chanel Iman
And Our Fantastic Regional Entertainers!
Everyone 18+ Welcome! Come Enjoy the Night!



10:30 AM	Metropolitan Community Church of the Blue Ridge Morning Service
12:00 PM	Festival Amphitheater Opening Welcome to Roanoke Pride 33 (Enya Salad, Michael Barbour, Alexis Williams)
12:05 PM	National Anthem with Brian Geiser
12:10 PM	Phazon Nash, Roanoke City Council
12:15 PM	City Proclamation from Joe Cobb. Mayor of Roanoke City
12:20 PM	Roanoke Pride Titleholder Showcase #1  Ms. Roanoke Pride Icon: Trista Storm  Mr. Roanoke Pride: Bravo  Ms. Roanoke Pride FI: Carmah Sa-Bish  Ms. Roanoke Pride Femme: Tequila Mockingbird
12:25 PM	Featured Entertainers: Shonie V. and Jamal Sutton
1:00 PM	Brenda Hale, NAACP
1:05 PM	Regional Entertainer Showcase #1  Sarah Tonin  Xhianide La Vey  Hya-Synth
1:20 PM	Featured Entertainer: Brodie Ray
1:55 PM	Roanoke Young Democrats
2:00 PM	Mohammad Elshawarby, President of the Roanoke Diversity Center
2:05 PM	Featured Entertainer: Low Low Charlot
2:45 PM	Bromeo - History Project, 2 <sup>nd</sup> Frigays
2:50 PM	Dolly Davis, President of Ladies & Gents of the Blue Ridge - Transgender Alliance
2:55 PM	Regional Entertainer Showcase #2  • Enya Salad  • Dana St. James



3:05 PM	Featured Entertainers: Shonie V. and Jamal Sutton
3:35 PM	Regional Entertainer Showcase #3  • Kruwella De Leo
3:40 PM	Featured Entertainer: Aaron Kelly (American Idol)
4:00 PM	Local Talent Showcase & Competition
4:30 PM	Regional Entertainer Showcase #3  Bromeo & Coven  Kurry Kurran  Raechel St. Laurent  Cheddah
4:50 PM	Local Talent Showcase & Competition Winner Announcement
4:55 PM	Peter Volosin, Roanoke City Council
5:00 PM	Sam Rasoul, Virginia Delegate
5:05 PM	Jason Gilmore, President of Roanoke Pride
5:20 PM	Regional Entertainer Showcase #4  • Dana St. James
5:25 PM	Featured Entertainer: Aaron Kelly (American Idol)
5:55 PM	Regional Entertainer Showcase #5  • Draven Drag Cult
6:00 PM	Roanoke Pride Titleholder Showcase #2  Ms. Roanoke Pride Icon: Trista Storm  Mr. Roanoke Pride: Bravo  Ms. Roanoke Pride FI: Carmah Sa-Bish  Ms. Roanoke Pride Femme: Tequila Mockingbird



# VENDOR

1	Sun and Spruce	31	Brushed with Profanity	61	Family Service of Roanoke Valley
2	Mom Hugs	32	Malicious Society	62	Roanoke Pride/PRISM  Merchandise
3	MOOG	33	Valley Voice	63	Planned Parenthood South
4	Metropolitan	34	Episcopal Diocese of	64	Atlantic Planned Parenthood South
5	Community Church Metropolitan	35	Southwestern VA Valkyries of the Valley	65	Atlantic New River Abortion Access Fund
	Community Church				
6	LGBT+ Democrats of Virginia	36	Haus Valtieri	66	Whole Woman's Health Alliance
7	Equality Virginia	37	Culture Ethnic Shop LLC	67	Roanoke City and Alleghany Health Districts
8	Roanoke City Democratic Committee	38	Orange Theory	68	REACH Lab at Virginia Tech
9	Roanoke Fire-EMS	39	Ann Eve Crafts	69	Virginia Tech Carilion School of
10	Children's Gallery	40	Owl's Nest	70	Medicine Total Action for Progress -
					Domestic Violence Services
11	Roanoke Diversity Center	41	Mystic Sales LLC	71	Roanoke City Health Dept., The Rainbow Wellness Alliance
12	Stewie's Got Pride	42	Mystic Sales LLC	72	Blue Ridge Behavioral Healthcare
13	Stewie's Got Pride	43	World Of Wool	73	Behavioral Health, Bradley Free Clinic
14	Second Fridays Group	44	World Of Wool	74	Council of Community Services
15	ACLU of Virginia	45	Sara's Fairy Hair & Hair Feathers	75	Council of Community Services
16	H.E.A.R.T. Rescue	46	Music City Creative	76	Pink Lemonade Bubble Xpress
17	Unity Roanoke Valley	47	Airyfaery Creations	77	A Little Bit Hippy
18	Pinnacle Financial Partners	48	TriPride	78	A Little Bit Hippy
19	Renewal by Andersen	49	Bonsack UMC	79	Greek and Mediterranean Cuisine Inc.
20	United Healthcare	50	Extra Special Parents	80	Passanante's Home Food Service
21	Repro Rising Virginia	51	Embrace TFC	81	Anointed Hand Catering
22	Serene Green Studio LCC	52	Showtimers Community	82	Annie's Enterprises
	Service Green stadio 200		Theatre	-	, time 5 Enterprises
23	Serene Green Studio LCC	53	Plowshare Peace Center	83	Bite Me Confections
24	Purple Lace Lavender and	54	Tarot Card Readings	84	Cuban Latin Grill
	Funky Elephant				
25	Purple Lace Lavender and Funky Elephant	55	Adecco staffing	85	Frosty Softy
26	IVY Smoker's Boutique	56	NextGen America	86	Frosty Softy
27	IVY Smoker's Boutique	57	Northwestern Mutual	87	Fire Grill
28	Sweetmxnster	58	Blue Ridge Funeral Home &	88	Fire Grill
			Memorial Gardens		
29	Paint Me! Paint Me!	59	Temple of Sacred Knowledge	89	Stillhouse Products
30	Bee Bay Bee	60	Twin Valleys Roller Derby	90	Vulture Bones









