

April 27, 2025- Elmwood Park



33rd Annual  
ROANOKE PRIDE  
GUIDE

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

**PRIDE UNBROKEN**  
A Legacy of Love & Resilience

33rd Annual Roanoke Pride Festival



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**ROANOKE PRIDE WEEKEND**

**4/25 - PRIDE KICKOFF SHOW AND DANCE PARTY @ THE PARK**  
**4/26 - PRIDE DANCE PARTY @ THE PARK**  
**4/27 - PRIDE FESTIVAL IN ELMWOOD PARK**  
**4/27 - PRIDE SHOW & AFTERPARTY @ THE PARK**

**FEATURING:**

FROM RUPAUL'S DRAG RACE: DAWN (4/25) AND LATRICE ROYALE (4/26)  
FROM THE BOULET BROTHERS' DRAGULA: AURORA GOZMIC (4/25)  
AND LOCAL AND NATIONAL TITLEHOLDERS FROM OUR AREA:  
INCLUDING DANA ST. JAMES, JESSICA JADE, & MALAYIA CHANEL IMAN (4/27)

Four vertical promotional images for drag performers. Each image includes the performer's name and the date of their appearance.

**Friday Night, April 25th, 2025**  
Season 16 RuPaul's  
**DAWN**

**Friday Night, April 25th, 2025**  
Season 6 DRAGULA's  
**AURORA GOZMIC**

**Saturday Night, April 26th, 2025**  
Season 4 RuPaul's  
Seasons 1 & 4 RuPaul's ALL STARS  
**LATRICE ROYALE**

**Sunday Night, April 27th, 2025**  
Dana St. James &  
Miss Gay 'US of A'  
**JESSICA JADE**



**General Admission & VIP Tickets Available NOW**



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# ROANOKE PRIDE COURT



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## 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.

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## 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.

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## 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

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## WEEKEND OVERVIEW

### Friday Evening – April 25<sup>th</sup>, 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 26<sup>th</sup>, 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 27<sup>th</sup>, 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: Malaysia Chanel Iman**

**And Our Fantastic Regional Entertainers!**

***Everyone 18+ Welcome! Come Enjoy the Night!***

# 33rd Annual Roanoke Pride Festival



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## FESTIVAL ENTERTAINMENT

10:30 AM	Metropolitan Community Church of the Blue Ridge Morning Service
12:00 PM	<b>Festival Amphitheater Opening</b> <b>Welcome to Roanoke Pride 33 (Enya Salad, Michael Barbour, Alexis Williams)</b>
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 <ul style="list-style-type: none"><li>• Ms. Roanoke Pride Icon: Trista Storm</li><li>• Mr. Roanoke Pride: Bravo</li><li>• Ms. Roanoke Pride FI: Carmah Sa-Bish</li><li>• Ms. Roanoke Pride Femme: Tequila Mockingbird</li></ul>
12:25 PM	<b>Featured Entertainers: Shonie V. and Jamal Sutton</b>
1:00 PM	Brenda Hale, NAACP
1:05 PM	Regional Entertainer Showcase #1 <ul style="list-style-type: none"><li>• Sarah Tonin</li><li>• Xhianide La Vey</li><li>• Hya-Synth</li></ul>
1:20 PM	<b>Featured Entertainer: Brodie Ray</b>
1:55 PM	Roanoke Young Democrats
2:00 PM	Mohammad Elshawarby, President of the Roanoke Diversity Center
2:05 PM	<b>Featured Entertainer: Low Low Chariot</b>
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 <ul style="list-style-type: none"><li>• Enya Salad</li><li>• Dana St. James</li></ul>

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## FESTIVAL ENTERTAINMENT

- 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

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15	ACLU of Virginia	45	Sara's Fairy Hair & Hair Feathers	75	Council of Community Services
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27	IVY Smoker's Boutique	57	Northwestern Mutual	87	Fire Grill
28	Sweetmxnster	58	Blue Ridge Funeral Home & Memorial Gardens	88	Fire Grill
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

# 33rd Annual Roanoke Pride Festival





**Sponsored by:**

**Dessert Bar**  
Desserts Done Differently

**THE HOTEL ROANOKE & CONFERENCE CENTER**

**The Park 46**  
THE HOTTEST BAR UNDER THE STAR SINCE 1978  
615 Salem Avenue - UPTOWN ROANOKE

**Dance Club**

**THE LIBERTY TRUST**

**Star City Styles**  
Men's Salon & Day Spa

**Hand Tied Creations & Planning**

**Top Shelf**





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Roanoke  
**PRIDE 33**  
Friday Kickoff Celebration

Friday Night Headliner  
RuPaul's **DAWN LIVE!**

**The Park** 46  
THE HOTTEST BAR UNDER THE STAR SINCE 1978!  
615 Salem Avenue - UPTOWN ROANOKE

*Dance Club*  
DOORS OPEN 7p! SHOWS start at 9:30p!  
**FRIDAY, APRIL 25th, 2025!**

VISA  
18 to Party. 21 to Drink.

33rd Annual Roanoke Pride Festival



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Roanoke  
**PRIDE 33**

Friday Kickoff Celebration

THE BOULET BROTHERS  
**DRAGULA**

Friday Night Headliner  
Dragula's  
**AURORA GOZMIC**  
LIVE!

**The Park** 46  
THE HOTTEST BAR UNDER THE STAR SINCE 1978!  
615 Salem Avenue - UPTOWN ROANOKE

**Dance Club**

DOORS OPEN 7p! SHOWS start at 9:30p!

**FRIDAY, APRIL 25th, 2025!**

VISA  
18 to Party. 21 to Drink.

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The poster features a vibrant rainbow background with a large, flowing rainbow flag. In the top left, there is a stylized graphic of the Roanoke skyline with a star above it. The text "Roanoke PRIDE 33" is prominently displayed in a bold, metallic font. Below this, "Saturday Pride Dance Party" is written in a large, outlined font. The central image is a portrait of RuPaul, smiling and wearing a blue and orange patterned outfit, with a large, glowing purple orb behind his head. Below RuPaul, the text "Saturday Night Headliner RuPaul & RuPaul's ALL STARS LATRICE ROYALE LIVE!" is written. At the bottom, there is a logo for "The Park 46" with the tagline "THE HOTTEST BAR UNDER THE STAR SINCE 1978!" and the address "615 Salem Avenue - UPTOWN ROANOKE". To the right of this is a logo for "Dance Club" with the text "DOORS OPEN 7p!". At the very bottom, the date "SATURDAY, APRIL 26th, 2025!" is written in a large, colorful font. In the bottom left corner, there are logos for Visa, Mastercard, and American Express, along with the text "18 to Party. 21 to Drink."

Roanoke  
**PRIDE 33**  
Saturday Pride Dance Party

Saturday Night Headliner  
RuPaul & RuPaul's ALL STARS  
**LATRICE ROYALE LIVE!**

**The Park 46**  
THE HOTTEST BAR UNDER THE STAR SINCE 1978!  
615 Salem Avenue - UPTOWN ROANOKE

**Dance Club**  
DOORS OPEN 7p!

**SATURDAY, APRIL 26th, 2025!**

VISA Mastercard American Express  
18 to Party. 21 to Drink.

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A vibrant poster for the 33rd Annual Roanoke Pride Festival. The background is a large, flowing rainbow flag. In the top left, there's a stylized city skyline with a star above it. The text 'Roanoke PRIDE 33' is prominently displayed in a bold, metallic font. Below it, 'Sunday Festival Afterparty' is written in a similar style. On the left, a large photo of drag queen Dana St. James is shown. To her right, two smaller photos of other drag queens are stacked vertically. The bottom section features the 'The Park 46' logo, which includes the text 'THE HOTTEST BAR UNDER THE STAR SINCE 1978!' and '615 Salem Avenue - UPTOWN ROANOKE'. Next to it is the 'Dance Club' logo with a silhouette of a dancer. At the bottom right, the event date 'SUNDAY, APRIL 27th, 2025!' is written in large, colorful letters. In the bottom left corner, there are logos for Visa, Mastercard, and American Express, along with the text '18 to Party. 21 to Drink.'

**Roanoke PRIDE 33**  
**Sunday Festival Afterparty**

**Sunday Night Headliners**  
**Dana St. James**  
**Miss Gay United States MALAYIA CHANEL IMAN**  
**Miss Gay US of A JESSICA JADE**

**The Park 46**  
**THE HOTTEST BAR UNDER THE STAR SINCE 1978!**  
**615 Salem Avenue - UPTOWN ROANOKE**

**Dance Club**  
**DOORS OPEN 7p! SHOWS start at 9:30p!**  
**SUNDAY, APRIL 27th, 2025!**

VISA, Mastercard, American Express  
18 to Party. 21 to Drink.

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