

Ontario becomes major partner in York Pride

Funding will help stabilize festival to ensure programming continues post pandemic

Newmarket – Ontario is investing \$27,990 to help the York Pride festival and event organizers carry out innovative and safe experiences that help create great Ontario staycation experiences for visitors and stimulate local economic growth. Funding from the Reconnect Ontario program will support the event in Newmarket and enable recipient organizations to expand programming to draw visitors who will stay longer in local accommodations, eat in restaurants, shop at local retailers and support main street businesses.

“For nearly two years, the pandemic has disproportionately impacted tourism and culture – two major industries that bring our communities to life, and Ontarians together,” said Neil Lumsden, Minister of Tourism, Culture and Sport. “By supporting festivals and events through the Reconnect Ontario program, our government is delivering a much-needed boost to the sector as we continue to recover from the effects of COVID-19. We are supporting organizations across the province that are finding new, innovative ways to safely reconnect Ontarians – helping them to engage with their communities and creating local jobs.”

Dawn Gallagher Murphy, MPP for Newmarket-Aurora, announced today that **York Pride Festival** is the recipient of **\$27,990** funding support through the Ontario Reconnect program. “Our government recognizes the important contributions that festivals and events make to local communities,” said Dawn Gallagher Murphy, MPP for Newmarket-Aurora. “I am pleased that we are supporting event organizers right here at home in creating safe, innovative experiences that will help reconnect people while boosting our local economy and creating local jobs.”

Jacob Gal, Development and Communications of York Pride would like to echo, MPP, Dawn Gallagher Murphy’s statement adding: “It’s our goal to make York Region a new destination for 2SLGBTQ+ experiences offering family friendly, engaging, and immersive events that bring our community together. This is why York Pride is launching the Pride 360° Experience, bringing new pride related events to Georgina, Vaughan, and Markham while expanding the current festival in Newmarket for 2023. Our team is thrilled and grateful for the support from the Ontario Government”.

Reconnect Ontario is a provincial grant program that supports festivals and events that encourage local tourism and motivate visitors to rediscover Ontario, while reconnecting people with local experiences and increasing tourism spending. The program is receiving \$42.9 million in 2022 to support 547 festivals and events around the province.

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