FOR IMMEDIATE RELEASE

June 1-30, 2025: "SYV Pride" Returns to Solvang and Santa Ynez Valley Wine Country

-- Santa Ynez Valley Nonprofit, SYV Pride, Plans for Fourth Year of Family-Friendly Parties, Parade, Festival, Dining, and Disco during the Annual Santa Barbara Wine Country Pride Celebration --

April 28, 2025 – **Solvang, CA** – Santa Barbara County nonprofit, Santa Ynez Valley Pride (www.SYVPride.org), is planning for the fourth annual Pride celebration to take place in the region's various wine country towns, a multifaceted line-up of events spanning June 1-30, 2025.

"This year's Pride theme, 'Lead with Love,' is about a bold and brave kind of love that requires action. It will ask us to stand up for all members of our community, especially our trans and immigrant neighbors. It will require that we act with kindness in the face of adversity and that we garner strength and hope through community. It will empower us to create safe spaces throughout the Valley where folx can unapologetically be themselves and know that they belong here," said Lauren Lastra, President of SYV Pride.

Formed in 2022, SYV Pride's mission is to create a safe, supportive, and empowering home for the local LGBTQ+ community in the Santa Ynez Valley through the education and celebration of LGBTQ+ culture. In June 2022, SYV Pride organized and successfully completed its inaugural Pride celebration held in varied locations throughout the Santa Ynez Valley.

Pride month (2025) with SYV Pride is blasting off on Sunday, June 1, with a Pride Brunch at Brave & Maiden Estate in Santa Ynez, followed by a disco-themed Pride kick-off event at the Future Perfect Wine tasting room in Los Olivos. Beginning Tuesday, June 3, continuing each Tuesday in June, the legendary Maverick Saloon in the town of Santa Ynez will host "Gayraoke." On Thursday, June 12, Stolpman Fresh Garage hosts "All Colors of the Rainbow," a wine event in Los Olivos.

The month's main attraction arrives on Saturday, June 14, as the SYV Pride Parade (*11:00 AM*) will roll through downtown Solvang with floats, music, and more, ending with a family-centric Pride Festival at 12:00 PM in the center of town, in and around Solvang Park (*corner of Mission Drive and First Street*). Festival attendees should expect a kid-friendly afternoon complete with bounce houses; face painting; vendor booths; a beer and wine garden; food vendors; and live music, including a performance by The Molly Ringwald Project and tunes by DJ Darla Bea.

The June 2025 SYV Pride celebration is open to the public with ticketed and non-ticketed events. Event updates will be announced on the SYV Pride website (www.SYVPride.org), and Instagram and Facebook feeds: @SYV.Pride and facebook.com/SYVPride. Proceeds, in part or in whole, and donations from all events will benefit SYV Pride.

SYV Pride wishes to thank sponsors and supporters, including: Santa Ynez Band of Chumash Indians; Farmacy Santa Ynez, Santa Ynez Valley Botanic Garden; Allan Hancock College; Lefty's Coffee Co.; Rio Vista Chevrolet; and Carla & Jon Mead. *Additional sponsors will be announced over the next number of weeks*.

About SYV Pride

The SYV Pride foundation is the first registered 501(c)3 nonprofit in the Santa Ynez Valley that is dedicated to supporting and celebrating the LGBTQ+ community. To achieve our mission, we create the annual SYV Pride Parade & Festival; collaborate with local partners; organize, sponsor, and support other community events; and bring together the financial resources of individuals, families, and businesses. We also offer scholarships to local Santa Ynez Valley High School seniors who have shown leadership in supporting the LGTBQ+ community and are proud to participate in the annual scholarship awardee night. In addition, we support other LGBTQ+ non-profits that align with our mission. Learn more about SYV Pride's Board here: www.SYVPride.org/who-we-are.

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