



FOR IMMEDIATE RELEASE:

March 28, 1994

CONTACT:

Alan Klein (212) 674-1384
E-mail via Internet: alank57@aol.com

Erika Freiburger (412) 825-8100

GIANT MILE-LONG RAINBOW FLAG
TO BE UNFURLED ALONG 5TH AVENUE,
RAISE HALF MILLION DOLLARS FOR AIDS

New York City — A huge multi-colored flag, weighing 7,000 lbs., using 17,000 yards of fabric, in 6 vibrant colors, is currently being assembled in a Chelsea workshop by Gilbert Baker, creator of the Rainbow Flag—recognized worldwide as the symbol of the lesbian and gay rights movement. When completed, the mammoth flag, measuring one mile-long by 30-feet wide, will be carried through Manhattan for this year's Stonewall 25 international gay pride march. The flag is expected to raise more than half-a-million dollars for AIDS charities nationwide.

The project, called "Raise The Rainbow," will bring together more than 10,000 people to unfurl and carry the flag. This one-time-only event will take place on June 26, 1994, during the Stonewall 25 International March on the United Nations to commemorate the 25th anniversary of the Stonewall rebellion, regarded as the beginning of the modern lesbian and gay rights movement.

The Stadtlanders Foundation, and its National AIDS Community Advisory Board, chaired by Cleve Jones, founder of the NAMES Project AIDS Memorial Quilt, will distribute funds generated by Raise The Rainbow to AIDS service organizations nationwide.

"Raise The Rainbow empowers the entire community and symbolizes our strength and unity, and, most importantly, it enables all of us to work together in the fight against AIDS." said Gilbert Baker, long-regarded as the "Betsy Ross" of the lesbian and gay community.

Raise The Rainbow's corporate sponsor is Stadtlanders pharmacy, a nationwide pharmacy serving persons living with HIV/AIDS and other chronic conditions,

-more-

with overnight medication delivery, insurance billing and patient counseling nationwide. Stadtlanders pharmacy is underwriting all costs associated with the flag so that every dollar donated by marchers goes directly to charity. Sponsorship of Raise The Rainbow is one of the many ways in which Stadtlanders pharmacy works to support the HIV/AIDS community. Additional sponsors of Raise The Rainbow are *Next* magazine—the gay companion to New York, *Genre*—the national lifestyle magazine for gay men, and the *Advocate*—the national gay and lesbian news magazine.

The Stadtlanders Foundation was established in 1993 to offer direct support nationally to charitable endeavors which improve the quality of life for persons living with chronic conditions.

For more information about Raise The Rainbow or to register by phone, call (800) NYC-1994. The first 10,000 people to register to carry the flag will receive a commemorative strip of the flag following its historic appearance on June 26.

Attention Media: Interviews with Gilbert Baker or Cleve Jones can be arranged by calling Alan Klein at (212) 674-1384 (e-mail via Internet: alank57@aol.com) or Erika Freiberger at (412) 825-8100.