

Press Release

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FOR IMMEDIATE RELEASE
9 A.M. EST, February 14, 2008

ATLANTA PRIDE FESTIVAL ANNOUNCES LOGO CONTEST WINNER

ATLANTA, GA, FEBRUARY 14, 2008: The Atlanta Pride Committee, Inc. announces the winner of the 2008 Logo Contest. Jeff Gray of Atlanta created the design chosen by the Atlanta Pride Committee to reflect this year's theme of "Your Rights, Your Vote, Your Future." Mr. Gray provided the following commentary on his design:

When the announcement of this year's theme, "Your Vote, Your Rights, Your Future," was released, it was a natural progression from last year's theme of "Our Rights, Your Rights, Human Rights." It highlighted the need for each of us to get out and vote for the candidates that support our community. Since voting is the patriotic duty of all Americans, the image that immediately came to mind was that of an American flag. The logo needed to illustrate not only our pride in America, but also our pride in our community.

The melding of the American flag and the Rainbow flag illustrates that the GLBT community is a vital part of the fabric of the American landscape and that we should support candidates that will help ensure that we receive all the rights and benefits that the

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American flag represents.

The patchwork layout of the flag and the use of a handwritten font are used to convey a “grass roots” feel to the logo. By placing the flag in a vertical position, the stars are at the top of the design and signify the future goals of our community, and how those goals will remain unreachable unless we all exercise our right to vote.

The prominent use of red and blue, along with the traditional colors of Pride, bring a patriotic feel to the logo.

The designer Jeff Gray is a partner at Realm Communications Inc., a branding agency in Atlanta specializing in corporate branding, strategic planning and creative development. He is a member of the HRC Federal Club and lives in Morningside with his partner Rodney Rogers and their two Corgis Bahji and Sam. He is proud to once again have his work chosen as the signature of the Atlanta Pride Festival.

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