

## Trademark/Service Mark Application, Principal Register

Serial Number: 90153754

Filing Date: 09/02/2020

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	90153754
<b>MARK INFORMATION</b>	
*MARK	<a href="#">PITTSBURGH PRIDE</a>
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	PITTSBURGH PRIDE
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
<b>APPLICANT INFORMATION</b>	
*OWNER OF MARK	Delta Foundation of Pittsburgh, Inc.
*MAILING ADDRESS	911 Galveston Avenue
*CITY	Pittsburgh
*STATE (Required for U.S. applicants)	Pennsylvania
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	15233
*EMAIL ADDRESS	XXXX
<b>LEGAL ENTITY INFORMATION</b>	
TYPE	corporation
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION	Pennsylvania
<b>GOODS AND/OR SERVICES AND BASIS INFORMATION</b>	
INTERNATIONAL CLASS	016
*IDENTIFICATION	Magazines featuring articles and information relating to LGBTQ+ community; Magazines featuring articles and information relating to special events for social entertainment purposes
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 07/07/2015
FIRST USE IN COMMERCE DATE	At least as early as 07/07/2015
SPECIMEN FILE NAME(S)	

ORIGINAL PDF FILE	<a href="#">SPE0-383213618-2020090209 2113857131 . Cl. 16_Magazine.pdf</a>
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\901\537\90153754\xml1\ APP0004.JPG</a>
SPECIMEN DESCRIPTION	pages from magazine displaying the mark
INTERNATIONAL CLASS	025
*IDENTIFICATION	Clothing, namely, shirts, t-shirts
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 06/12/2011
FIRST USE IN COMMERCE DATE	At least as early as 06/12/2011
SPECIMEN FILE NAME(S)	
ORIGINAL PDF FILE	<a href="#">SPE0-383213618-2020090209 2113857131 . Cl. 25_tshirt.pdf</a>
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	<a href="#">\\TICRS\EXPORT18\IMAGEOUT18\901\537\90153754\xml1\ APP0007.JPG</a>
SPECIMEN DESCRIPTION	printout from website displaying the mark with the goods including purchasing information
INTERNATIONAL CLASS	041
*IDENTIFICATION	Education and entertainment services, namely, organizing community festivals featuring a variety of activities in the nature of parades, street fairs, rallies and marches, planning special events for social entertainment purposes, organizing cultural events, providing performances in the nature of live musical performances and live dance performances, providing educational forums in the field of issues affecting individuals with a wide variety of sexual orientations, namely, lesbian, gay, bisexual and transgender identities, and providing party planning services, all of which foster pride in a wide variety of sexual orientations, namely, lesbian, gay, bisexual and transgender identities; organizing and conducting events for the purpose of fundraising
FILING BASIS	SECTION 1(a)
FIRST USE ANYWHERE DATE	At least as early as 06/12/2011
FIRST USE IN COMMERCE DATE	At least as early as 06/12/2011
SPECIMEN FILE NAME(S)	
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<b>SPECIMEN DESCRIPTION</b>	copy of publication displaying the mark and promoting the services
<b>ATTORNEY INFORMATION</b>	
<b>NAME</b>	Charles M. Yeomans
<b>ATTORNEY DOCKET NUMBER</b>	08927-DFP-1
<b>ATTORNEY BAR MEMBERSHIP NUMBER</b>	XXX
<b>YEAR OF ADMISSION</b>	XXXX
<b>U.S. STATE/ COMMONWEALTH/ TERRITORY</b>	XX
<b>STREET</b>	525 William Penn Place, 28th Floor
<b>CITY</b>	Pittsburgh
<b>STATE</b>	Pennsylvania
<b>COUNTRY/REGION/JURISDICTION/U.S. TERRITORY</b>	United States
<b>ZIP/POSTAL CODE</b>	15219

PHONE	412-261-1600
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EMAIL ADDRESS	ipdocket@leechtishman.com
OTHER APPOINTED ATTORNEY	Alan G. Towner, Alicia M. Passerin, Michael D. Lazzara, Christopher J. Owens
<b>CORRESPONDENCE INFORMATION</b>	
NAME	Charles M. Yeomans
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	ipdocket@leechtishman.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	cyeomans@leechtishman.com; dpeake@leechtishman.com
<b>FEE INFORMATION</b>	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	3
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEES DUE	825
*TOTAL FEES PAID	825
<b>SIGNATURE INFORMATION</b>	
SIGNATURE	/Charles M. Yeomans/
SIGNATORY'S NAME	Charles M. Yeomans
SIGNATORY'S POSITION	Attorney of Record, PA Bar Member
SIGNATORY'S PHONE NUMBER	412-261-1600
DATE SIGNED	09/02/2020

---



## Trademark/Service Mark Application, Principal Register

**Serial Number: 90153754**

**Filing Date: 09/02/2020**

### To the Commissioner for Trademarks:

**MARK:** PITTSBURGH PRIDE (Standard Characters, see [mark](#))

The literal element of the mark consists of PITTSBURGH PRIDE. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Delta Foundation of Pittsburgh, Inc., a corporation of Pennsylvania, having an address of  
911 Galveston Avenue  
Pittsburgh, Pennsylvania 15233  
United States  
XXXX

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 016: Magazines featuring articles and information relating to LGBTQ+ community; Magazines featuring articles and information relating to special events for social entertainment purposes

In International Class 016, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 07/07/2015, and first used in commerce at least as early as 07/07/2015, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) pages from magazine displaying the mark.

**Original PDF file:**

[SPE0-383213618-2020090209 2113857131 . Cl. 16 Magaz ine.pdf](#)

**Converted PDF file(s)** (2 pages)

[Specimen File1](#)

[Specimen File2](#)

International Class 025: Clothing, namely, shirts, t-shirts

In International Class 025, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 06/12/2011, and first used in commerce at least as early as 06/12/2011, and is now in use in such commerce. The applicant is submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) printout from website displaying the mark with the goods including purchasing information.

**Original PDF file:**

[SPE0-383213618-2020090209 2113857131 . Cl. 25 tshir t.pdf](#)

**Converted PDF file(s)** (3 pages)

[Specimen File1](#)

[Specimen File2](#)

[Specimen File3](#)

International Class 041: Education and entertainment services, namely, organizing community festivals featuring a variety of activities in the nature of parades, street fairs, rallies and marches, planning special events for social entertainment purposes, organizing cultural events, providing performances in the nature of live musical performances and live dance performances, providing educational forums in the field of issues affecting individuals with a wide variety of sexual orientations, namely, lesbian, gay, bisexual and transgender identities, and providing party planning services, all of which foster pride in a wide variety of sexual orientations, namely, lesbian, gay, bisexual and transgender identities; organizing and conducting events for the purpose of fundraising

In International Class 041, the mark was first used by the applicant or the applicant's related company or licensee or predecessor in interest at least as early as 06/12/2011, and first used in commerce at least as early as 06/12/2011, and is now in use in such commerce. The applicant is

submitting one(or more) specimen(s) showing the mark as used in commerce on or in connection with any item in the class of listed goods/services, consisting of a(n) copy of publication displaying the mark and promoting the services.

**Original PDF file:**

[SPE0-383213618-2020090209 2113857131\\_. Cl. 41. Report.pdf](#)

**Converted PDF file(s)** (16 pages)

[Specimen File1](#)  
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[Specimen File13](#)  
[Specimen File14](#)  
[Specimen File15](#)  
[Specimen File16](#)

The owner's/holder's proposed attorney information: Charles M. Yeomans. Other appointed attorneys are Alan G. Towner, Alicia M. Passerin, Michael D. Lazzara, Christopher J. Owens. Charles M. Yeomans, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

525 William Penn Place, 28th Floor  
Pittsburgh, Pennsylvania 15219  
United States  
412-261-1600(phone)  
412-227-5551(fax)  
ipdocket@leechtishman.com

The docket/reference number is 08927-DFP-1.

Charles M. Yeomans submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Charles M. Yeomans  
PRIMARY EMAIL FOR CORRESPONDENCE: ipdocket@leechtishman.com  
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): cyeomans@leechtishman.com; dpeake@leechtishman.com

**Requirement for Email and Electronic Filing:** I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$825 has been submitted with the application, representing payment for 3 class(es).

**Declaration**

☒ **Basis:**

**If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):**

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

**And/Or**

**If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):**

- The signatory believes that the applicant is entitled to use the mark in commerce;
  - The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
  - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

**Declaration Signature**

Signature: /Charles M. Yeomans/ Date: 09/02/2020

Signatory's Name: Charles M. Yeomans

Signatory's Position: Attorney of Record, PA Bar Member

Payment Sale Number: 90153754

Payment Accounting Date: 09/02/2020

Serial Number: 90153754

Internet Transmission Date: Wed Sep 02 10:10:33 ET 2020

TEAS Stamp: USPTO/BAS-XX.XX.XXX.XX-20200902101033259

019-90153754-7509dc9902498546e895b8fb9e0

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A-10325403-20200902092113857131

PITTSBURGH PRIDE

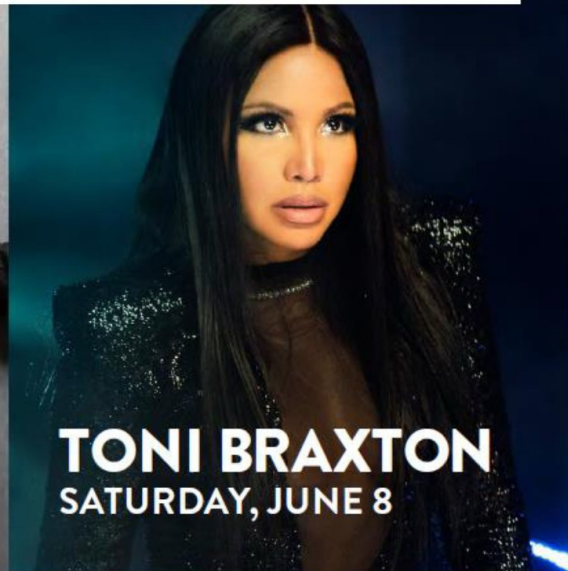


YOUR COMPLETE GUIDE

# PITTSBURGH PRIDE 2019



**WALK THE MOON**  
FRIDAY, JUNE 7



**TONI BRAXTON**  
SATURDAY, JUNE 8

*TRANSITIONING  
AT WORK*

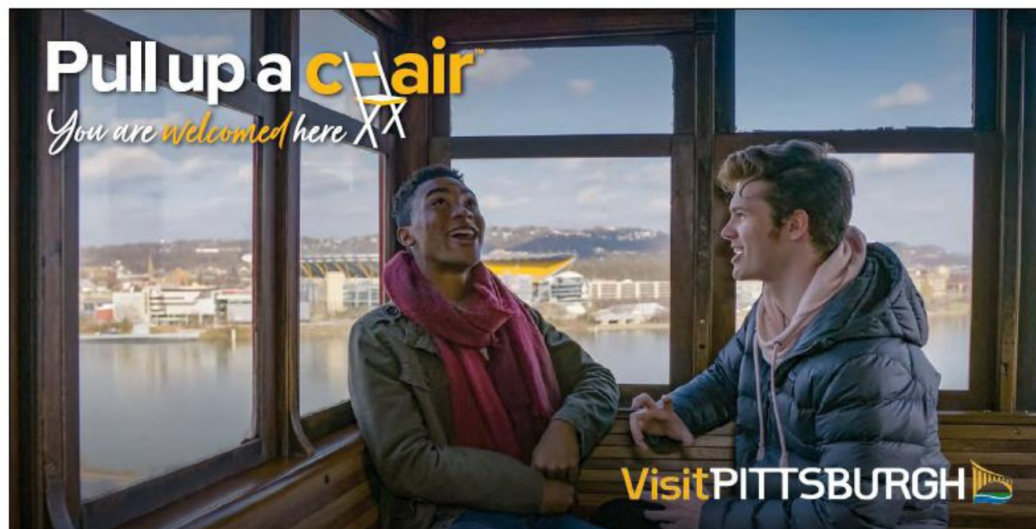
*PITTSBURGH  
PRIDE HISTORY*

*VISIT  
AMSTERDAM*

*LOVE IS  
KOSHER*

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Pittsburgh**PRIDE**[Shop All](#) > [Throwback! "We Are One" Pittsburgh Pride 2019 T-Shirt](#)

## Throwback! "We Are One" Pittsburgh Pride 2019 T-Shirt

**\$5.00**

Quantity \*



<https://pittsburghpride.square.site/product/throwback-we-are-one-pittsburgh-pride-2019-t-shirt/5?cp=true&sa=true&sbp=false&q=false>

1/3

[Add to Cart](#)[Buy with !\[\]\(99f58673407353e96a019fbca558fd72\_img.jpg\) Pay](#)**Description**

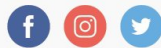
It's a blast from the past from the Pride on the bridge! Remember that one? Me neither but now you will with these very *LIMITED EDITION* "We Are One" t-shirts!

Available in a classic dark gray.

Grab one today before they go back in the vault!

**Did we mention they're only \$5!**

## Delta Foundation of Pittsburgh

[Shop All](#)[Tickets](#)[Events](#)[About the Foundation](#)[Return to PittsburghPride.org](#)**A project of the Delta Foundation of Pittsburgh**

The Delta Foundation of Pittsburgh is the leading 501c(3) advocacy LGBTQ organization in Western Pennsylvania.

We are dedicated to improving the quality of life and visibility of the LGBTQ community



Powered by **Square**





A Report to the Community

# THE POWER OF PRIDE

DELTA FOUNDATION  
*of Pittsburgh*



“The most successful regions welcome all kinds of people. The presence of an LGBTQ community in large numbers is an indicator of an underlying culture that is open-minded and diverse. People look for cities with lots of gay people when they are hunting for a place to live and work. The presence of gays signals an exciting place, where people can fit in and be themselves.”

RICHARD FLORIDA, *THE RISE OF THE CREATIVE CLASS*

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## 2018 Board of Directors

Gary A. Van Horn, Jr., *President*  
Dr. Stacy Lane, *Vice President*  
Jim Sheppard, *Secretary*  
Charles W. Honse, *Treasurer*  
Martin Healey  
W. Jonathan Holmes  
Patrick J. Journet  
William R. Kaelin\*  
Charles C. Lukehart  
August "Buss" C. Pusateri  
Dena Stanley  
Donnie R. Thinnest\*  
Charles P. Tierney\*\*

\* *Emeritus Board Members*

\* *Deceased*

## Staff

Christine L. Bryan

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PITTSBURGH'S MOST COLORFUL MARCH

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CITY OF CHAMPIONS

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PrEP IN PITTSBURGH

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OUR MOST IMPORTANT WORK

### Media Relations

TELLING POSITIVE LGBTQ STORIES

## Pittsburgh Pride 2019

A RECORD SMASHING YEAR

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# PITTSBURGH PRIDE

Because of Pittsburgh Pride, the Delta Foundation invests in equipment and infrastructure which allows us to continue to provide a great value to our participants each year. By owning these items, we are able to keep our costs as low as possible, especially for our non-profit vendors, so that the event is accessible to everyone. Hiring a company to erect vendor booths at PrideFest would cost approximately \$500 each and we are proud that our registration fees are among the lowest of similar sized Pride events.

Given that we have items such as tents, tables, chairs, picnic tables, coolers, barricades, radios, and sound equipment, we outreach to other organizations and provide these items at low cost or no cost. This allows the Foundation to develop and build relationships with organizations who may have never worked with the LGBTQ community before including Special Olympics of Western Pennsylvania, Strip District Neighbors, Calvary United Methodist Church, and the Squirrel Hill Urban Coalition to just name a few. Through the generosity of a funder, we also have a production printer machine so that we are able to provide printed materials at a greatly reduced rate within a quick timeframe. In turn, these organizations including Pittsburgh Black Pride, TransPride Pittsburgh, and the Let's Get Free Women and Trans Prisoner Defense Committee are able to save dollars they would've otherwise spent to rent or print these items.

In 2018, we were pleased to work with the following organization and events:

- Working with Allegheny County Labor Council, which produces Pittsburgh's annual Labor Day Parade, we provided them the use of radios.
- Pittsburgh Black Pride and its two major events: At the Health Fair in Market Square, we provided tables and chairs for

each of the 27 health organization who provided much-needed resources. At the annual BBQ in Schenley Park, we provided picnic tables, tents, tables, chairs and coolers. We also printed 200 copies of the Program Book.

- Tables and coolers were donated to Stonewall Sports Pittsburgh to be used for an event they were having for the teams.
- For a fundraiser held at the Ace Hotel, we donated the use of sound equipment and lights to Persad Center.
- For TransPride Pittsburgh's Pride Week Professional Week, we donated the printing of 100 program books.
- For the Squirrel Hill Night Market, we provided tents, tables, and chairs for their vendors.
- For the Trans Rally, we provided our sound system and printed rally signs.
- For Celebrate America, Pittsburgh's July 4th event, we provided our gators, radios, tables, tents, chairs, barricades and picnic tables.
- For the Pittsburgh Three Rivers Regatta, we provided our gators, radios, tables, tents, and chairs, barricades and picnic tables.
- We print the newsletter for the Women and Trans Defense Prison Committee.

“We are proud that our registration fees are among the lowest of similar sized Pride events.”





# EQUALITY MARCH



“These are members of our LGBTQ community and our allies who are proud of who they are, proud of who they work for, and proud to celebrate Pride.”

The Pittsburgh Pride Equality March is without question Pittsburgh's most colorful march. It's a march that includes all different kinds of groups that make up the fabric of our community including non-profit partners, faith organizations, local businesses and corporations. But at its heart are members of our LGBTQ community and our allies who are proud of who they are, proud of who they work for, and proud to celebrate Pride.

Each year, the Delta Foundation's Equality March empowers, celebrates, and touches our community in many different ways.

Some highlights include:

- The 30-year employee from PPG who was brought to tears because they could never imagine that the company they work for would be so supportive that they would participate, let alone led by their CEO.
- The Pittsburgh Transgender group who proudly carried the Delta Foundation's 10'x20' Transgender flag for the first time allowing our Trans and non-binary community to be elevated and showcased.
- The gay assistant manager, who was so proud that his employer received its first 100 on the Human Rights Campaign Corporate Equality Index, and wanted to participate. What started as a single store idea quickly bloomed throughout the region and last year over

600 Walmart employees participated all proudly waving rainbow flags and wearing purple Walmart Pride t-shirts.

- The gay firefighter from Penn Hills Volunteer Fire Department #1 who was moved to tears when his Chief told him they wanted to participate in the March. Not only did they bring a firetruck decked out in rainbow flags, but the entire group wore matching hot pink t-shirts.
- The Pride Twirling Group of Pittsburgh, a group of LGBTQ members who have a passion for baton twirling, who participated for the first time and were excited to show off their skills that many hadn't used since their high school and college days.

# SPORTS INITIATIVE

*Pittsburgh is the undisputed City of Champions and in this town, sports rule.*

The Delta Foundation has worked tirelessly behind the scenes to use the power of our sport teams to cultivate relationships and we are proud of the partnerships that we have built with the Pittsburgh Penguins, Pittsburgh Pirates and Pittsburgh Riverhounds.





## Pittsburgh Pirates

When the Pittsburgh Pirates called the Delta Foundation three years ago about hosting a Pride night we were excited to resurrect a night out in the ballpark for the community. In 2018, 25 of the 30 MLB teams held a Pride night for their LGBTQ fans and allies.

- Working with our partners at the URA, the Delta Foundation secured the Riverwalk, between PNC Park and Heinz Field, to hold a pre-game tailgate. Over 600 community members and their allies attended and were treated to a delicious picnic buffet for just \$5 plus a donated item for Homeless youth. In order to increase the visibility of our group, we installed banners along the railings promoting Pride Day at the Pirates which could be seen by boaters and passer-by's.
- We were honored to have MLB Diversity Ambassador Billy Bean and Pirates President Frank Coonelly attend the tailgate, spend time with community members, and address the crowd about the commitment that the Pirates organization has to diversity and treating all with dignity and respect.
- An invitation was extended to Families Like Ours, an online group of LGBTQ parents and parents-to-be and their families, and we worked together to create a safe, welcoming, and shaded, space for their group to attend. The juice boxes were very popular with the kids!



### PIRATE PRIDE HAT

The Pirate pride hat quickly became a collectors' item and Outsports.com ran a news story which featured all the various MLB Pride hats from across the country. Readers were asked to vote in an on-line poll for their favorite and we were thrilled that the Pirate rainbow hat placed 2nd behind the Chicago Cubs!



- Pre-game festivities included recognizing key volunteers from various LGBTQ organizations on the field. Volunteers are the backbone to many of our organizations and they enable us to do what we do. We were proud to give them the recognition that they deserve and enjoy a relaxing day at the ballpark.
- Representatives from the drag King and Queen community were invited to carry the 20'x30' Delta Foundation rainbow flag onto the field...a historic first for PNC Park!
- The Pirate pride hat quickly became a collectors' item and Outsports.com ran a news story which featured all the various MLB Pride hats from across the country. Readers were asked to vote in an on-line poll for their favorite and we were thrilled that the Pirate rainbow hat placed 2nd behind the Chicago Cubs!
- The 2019 Pride Day at the Pirates game will be held on Sunday, July 7.

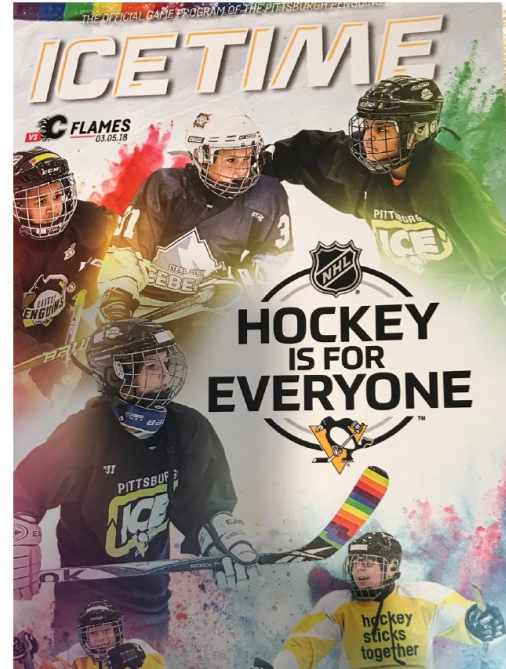




## Pittsburgh Penguins

Working with the Pittsburgh Penguins through its “You Can Play” initiative, the Delta Foundation has held a Pride Night at PPG Paints Arena for two years and we are proud of the visibility that we have provided to our LGBTQ community including:

- Upon arrival to PPG Paints arena, fans were treated to the exterior sign lit up in rainbow colors.
- The rainbow was incorporated among much of the Penguins branding including social media pages and posts and printed materials including the IceTime magazine.
- We invited LGBTQ organizations to table in the Hallmark Highway and provide information and resource material. Participants included Persad Center, Stonewall Sports, and LGBTQ Hockey,
- We invited area high school Gay Straight Alliance (GSA) groups to join us at the game. Leveraging our relationships with our Pittsburgh Pride sponsors, we asked them to donate their suites so that as many students as possible could attend. The Penguins also donated use of the Evangi Malkin suite. We had over 100 students and chaperones attend from high schools including Latrobe, North Allegheny, Seneca Valley and Clarion. Many students had never been to a Penguins game before and it was an opportunity for them to come together, meet each other, and enjoy a special night out. As one chaperone from Clairon High School said, “I don’t understand what it is to be gay, but I love my son and I want him to be happy so I am here to support him.”
- Working with CAPA high school, we had a member of the LGBTQ community sing the national anthem prior to the start of the game.





## Riverhounds

The Riverhounds, Pittsburgh's professional soccer club, which plays at Hallmark Stadium has been holding a Pride Night during their season for the past three years. Soccer continues to be a popular sport among youth and hosting a Pride Night allows the message to be sent that everyone is welcome to participate no matter who you are or who you love.

- Providing a dramatic backdrop of the Pittsburgh skyline, Highmark Stadium has hosted the Riverhounds Pride Night for the past three years. In 2018, we partnered with G2H2 (Gay Guy Happy Hour), K&L Gates, Stonewall Sports and Steel Army.
- The Steel Army, the Riverhounds fan club, produced rainbow scarves, which proved to be very popular and sold out immediately with proceeds benefitting LGBTQ youth organizations.
- Game tickets were just \$16 with \$1 happy hour pricing before the start of the game.
- Representatives from the community carried out the 20'x30' rainbow flag onto the field for the pre-game festivities for the very first time.
- We partnered with PFLAG to provide free tickets to the game for LGBTQ youth.
- Victor Aponte, a member of the community, performed the national anthem.
- The 2019 Riverhounds Pride Night will be September 14.

“I don’t understand what it is to be gay, but I love my son and I want him to be happy so I am here to support him.”

CLARION HIGH SCHOOL CHAPERONE



# WELLNESS INITIATIVE

In 2012, the FDA approved the use of Truvada for people who are HIV-negative to prevent the virus from taking hold. Nicknamed “PrEP” for Pre-Exposure Prophylaxis, the drug, taken once-a-day, has proven to be 99 percent effective in blocking HIV.

When the Delta Foundation saw other major cities in the U.S. promoting PrEP, we reached out to other AIDS Service Organizations to ask what their plans were to promote the medication to the LGBTQ community. We were dismayed to learn there were none.

So the Delta Foundation mounted a marketing campaign to introduce PrEP to the community. This included the following multi-pronged approach:

- We invited 30 social media “influencers” to have a frank discussion with them about PrEP with medical experts. This included what it was, what it does, who could take it, and dispelling myths around cost, insurance and co-pays, and side effects. We learned that many in the room hadn’t been to a doctor in years. Some didn’t have a doctor. Others went to their family doctor. In most cases, none of them felt comfortable talking about their sexuality with their doctor. A few who did know a little about PrEP had asked their doctor about it and they were immediately directed to one of the AIDS Service organizations.
- Working with our partners at the AIDS Education and Training Center, we held a two-day testing and training session at the Delta Foundation office on HIV with 30 community members. These volunteers went on to serve on the outreach team.
- We developed an outreach campaign to LGBTQ-friendly bars and events, created Facebook events, and encouraged the community to get a “wellness exam.” With a completed exam, patients would receive an incentive of a \$20 discount coupon to see the Pride concert. During the wellness exam urine and blood were collected, and each person was given the PrEP quiz to take and a discussion was held about PrEP. Several days later, each patient was contacted with their results, an appointment was made, and following the exam and based on their quiz score, PrEP was prescribed. Everyone who wanted a Wellness exam was seen regardless of HIV status, insurance status, or their ability to pay.
- We worked with our partners at Mylan to sponsor the Wellness Village at Pittsburgh Pride. There were educational tables from several specialty pharmacies in place where people could receive additional information.





Since the wellness initiative began, the Delta Foundation, in conjunction with its partners, has achieved the following results:

- Nearly 1,000 people have received a wellness exam.
- 20% of who received a wellness exam were prescribed PrEP.
- Patients on PrEP are now in regular, managed healthcare and required to see a doctor every three months in order to continue on the medication.
- In November, Allegheny County health officials reported a reduction in the number of new HIV cases.
- From 2015 to 2017, the number of new HIV cases went down by 30 percent and new AIDS cases were down 56 percent, according to data from the Pennsylvania Department of Health.
- HIV diagnosis in 2015 were 142, 126 in 2016 and 100 in 2017.
- Pittsburgh is now home to the 2nd largest prescriber of PrEP in the United States.

“Working with our partners at UPMC, we advocated for Central Outreach Wellness Center to get accepted into the UPMC Health Plan so that they could service the needs of the trans community.”



# ADVOCACY

Perhaps the most important work the Delta Foundation of Pittsburgh does is advocate for all members of our community. As we believe that changes happens through conversation, much of our advocacy work is done “behind the scenes.” We continue to receive calls daily from community members looking for recommendations on resources available to them from employment to healthcare.

Our transgender and non-binary community continues to experience a great deal of discrimination from both within and outside of our community. We are proud to be a founding partner in TransPride, which started in 2010, and we have made it a high priority to listen and educate ourselves on the specific needs of this community.

We have worked to elevate and lift the trans community in the following ways:

- When a transgender woman was mistreated and misgendered at one of Pittsburgh's popular evening attractions, we held six months of meetings with their leadership and our partners at the City of Pittsburgh Human Relations Commission to help educate and change its policies as it relates to people whose government ID do not match their gender expression.
- Working with our partner at Trans YOUning we held a transgender training with the employees and volunteers of the Mattress Factory, prior to the opening of a permanent installation featuring the life of the late Greer Lankton, famous for depicting the transgender experience.
- We were asked once again to assist with a Trans Rally held on the steps of the City

County Building by helping to market the event, provide sound equipment, securing permits, communicating with law enforcement, and printing rally signs.

- We donate supplies, provide infrastructure, and work with our community partners to donate raffle prizes at the TransT-nic (picnic) held every August. Staff and board members also attend the event because we believe in the importance of showing up and being present.
- We purchased and introduced a large trans flag for the Equality March which is proudly carried by the trans community.
- We connected our partners at EQT with TransYOUning and the Washington County Gay Straight Alliance and several events have been held with employees to support their efforts.
- We hosted and participated in a transgender training with Starbucks district managers, managers and baristas along with TransYOUning.
- When the media received word of the first transgender officer in training for the Pittsburgh Police Department, we worked with City of Pittsburgh Human Resources department and with our partners at

KDKA-TV so that the media messaging was positive.

- We facilitated a meeting between Senator Casey in Washington DC and a group of trans and POC community members so that they could tell their stories first-hand about the challenges the community continues to face.
- At the first Pride Night at the Penguins event, a trans community member sang the national anthem. Every year moving forward, the Penguins have asked us to identify someone from the community to sing.
- We worked with the Penguins and Persad to identify 20 trans and genderqueer youth to be invited to the Evgeni Malkin Charity box at the Pride Night at the Penguins event in 2017. In 2018, we hosted over 50 high school students and their chaperones who belong to their GSA's at the game, many of whom have never attended a Pens game or an event at PPG Paints Arena. Many of the tickets to the game were donated by our corporate partners.
- Trans YOUning founder Dena Stanley was the first transgender person to ever throw out the first pitch at a Pirates game.
- We have sponsored two major Pride events with the Ball Community...Ball on the Bridge and Ball on the Blvd. which brought the culture of Ballroom and voguing out and visible to new audiences.
- We facilitated the largest donation in history to Proud Haven from Pirates Charities at Pride day in 2017. In 2018, the Pirates Charities donation benefitted the Homeless Housing fund, which provides temporary housing to LGBTQ community members.



“Conversations continue with our partners at UPMC Health Plan about working with their newly formed Trans Task Force, which will serve as a resource for staff and providers who work with the community.”



- Allegheny County is one of handful of cities that participates in the Transgender Legal Defense & Education Fund's Name Change Project which provides pro bono legal name change services to low-income transgender, gender non-conforming and non-binary people. Led locally by our partners at Reed Smith, we refer clients, hold workshops for the community, and promote the availability of this resource which has led to Allegheny County having one of the most successful programs in the country.
- We continue to work with TransYOUning to facilitate ongoing transgender training with the Pittsburgh Police Department and Persad as new recruits are brought into the force.
- Working with our partners at UPMC, we advocated for Central Outreach Wellness Center to get accepted into the UPMC

Health Plan so that they could to service the needs of the trans community.

- We have arranged for numerous radio, TV and print interviews with people of color and trans community members throughout the year as the Trump Administration continues to try to erase their existence.
- We have on-going conversations with all of our partners about training their staff on LGBTQ competency, specifically transgender issues.
- We held an LGBTQ Political training workshop to educate the community on how important it is for them to become part of the political process.
- We worked with the Pittsburgh Police Department and members of the trans community to develop a Transgender Police Policy.

- Conversations continue with our partners at UPMC Health Plan about working with their newly formed Trans Task Force, which will serve as a resource for staff and providers who work with the community.
- With trans-specific care now included as part of insurance plans, we've identified a need in Pittsburgh for providers who are trans-competent and we are working with UPMC Health Plan to develop this area of opportunity.
- When a Norwin High School trans student was denied access to using the male or female restroom, we coordinated an interview with them, their parents, and KDKA Radio's Marty Griffin to help educate the public about the situation.



# MEDIA RELATIONS



Working to keep the LGBTQ community top of mind in the Pittsburgh media scene is something that the Delta Foundation works daily at doing. We are proactive and reactive when breaking news hits that has anything to do with our community and we have excellent relationships with many contacts who are allies and want to tell the positive stories about our community. We have a 24 hour media hotline into our office and we make ourselves immediately available whenever the media calls. We use our relationships to educate and we have provided media training to some of our partner organizations so that they continue to feel comfortable in front of the camera and can act as a source for future news stories.

Without an LGBTQ specific news source, the Delta Foundation Facebook page has become Pittsburgh's main resource for all things LGBTQ on a local, national and international level. With over 73,600 Facebook fans, we're proud to provide a forum for the community and our allies (and yes, even some haters) to engage in a conversation. We have the 2nd largest Facebook fan page of any Pride organization in the United States (behind NYC Pride) and the 3rd largest in North America.

Depending on the nature of the story, we will ask community members to participate in the interview if they comfortable doing so and oftentimes we will attend the interview with them to make sure they feel safe and are treated with dignity and respect.

“We are proactive and reactive when breaking news hits that has anything to do with our community”

# PITTSBURGH PRIDE 2019 SMASHES ALL RECORDS!

- Nearly 50 non-profit organizations took advantage of our free custom tent program representing nearly \$35,000 in free support given directly back to them from the Delta Foundation of Pittsburgh to use all year round.
- Our community and allies were dancing all night long at Pride Rocks PGH with alt-rockers Walk the Moon on Friday night & pop diva Toni Braxton on Saturday night.
- The Equality March officially becomes the largest annual parade in Pittsburgh!
- Major press coverage locally, regionally, nationally and internationally as Pittsburgh Pride and the "free hugs by dads" initiative made headlines! Stories were filed from everyone from USA Today to People Magazine to even "The Daily Show with Trevor Noah!"



250,000

**ATTENDEES**

200

**PRIDEFEST VENDORS**

160

**ENTRIES IN THE  
EQUALITY MARCH**

43

**SPONSORS &  
SUPPORTERS**





**The mission of the Delta Foundation is to be a vigilant catalyst for change that produces increased opportunities and a high quality of life for the LGBTQ community.**

**DELTA FOUNDATION**  
*of Pittsburgh*

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