

SOPride Ashland's Newest Tradition

Supporting dignity and equal rights is everybody's business. And that's something we want everyone to do in Southern Oregon.

Some 500 people, including local politicians, joined the first SOPride parade through downtown Ashland last October. Hundreds more cheered from Ashland's sidewalks, including visitors from all parts of the Rogue Valley and as far away as San Francisco, Portland, and Idaho.

Hundreds followed the parade into Lithia Park for the SOPride Concert which featured The Rogue Suspects, Karen Lovely, and Blue Lightning Dance Band. Other people immediately began Pride Hopping - visiting Ashland's shops and restaurants.

All the visitors we spoke with promised to return to Ashland for SOPride 2011. And we promised them to make SOPride even bigger and better.

To do this we need your support. Even more, we want you to be part of SOPride 2011, the weekend when Ashland's Pride will be on display.

Dignity and Love on Parade in Ashland

