

Frequently Asked Questions

Rainbow Chalk Installation

Can I walk through the Rainbow? Can my dog walk through this? Can I bike through this?

The Atlanta Pride Rainbow Walk is a public art installation meant for everyone in our community to engage with. The intent of this project is for viewers to walk through the colored sidewalk squares, which will cause the colors to blend from square to square. Although you may see some colored powder kicking up as you move across it, it is safe and non-toxic for humans, animals, and plants.

What if I get some of the color on my clothes, shoes, dog's feet, stroller, etc.?

The material we are using to colorize the sidewalks is safe and easily washed away with water and a bit of soap if necessary.

Why is Atlanta Pride doing this event instead of the festival?

Atlanta Pride Festival for 2021 was cancelled due to rising cases of COVID and the Delta Variant. Since cancelling the festival, we have tried to find new ways to engage the community, specifically through art. In September, we worked with The Consulate of Canada to unveil a mural celebrating 50 years of Atlanta Pride (the mural is located at Dad's Garage Theatre, on their exterior wall facing Bradley Street). When the City of Atlanta Mayor's Office of Cultural Affairs announced this grant opportunity, we pitched the "Atlanta Pride Rainbow Walk" and it was accepted! This event is a way for us to spread a message of Pride, even if we can't have a large-scale public festival.

Is this costing Atlanta Pride money that would have been spent on the festival?

Nope! Atlanta Pride received a grant from the City of Atlanta specifically for this project, so this in no way impacts the budget for Pride. In fact, this grant helps put a little extra money in Pride's general operating fund, so we can do more things during the next Pride festival.