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**FOR IMMEDIATE RELEASE**

## **Ava Max to Headline the 2024 Atlanta Pride Festival**

ATLANTA (June 13, 2024)—Global pop sensation [Ava Max](#) will headline the 2024 Atlanta Pride Festival on Saturday, October 12, 2024, in Atlanta's Piedmont Park. Rallying under the theme "United With Pride," this year's Atlanta Pride Festival promises to celebrate love, diversity, and music like never before, with Ava Max bringing her electrifying energy and chart-topping hits to the heart of Atlanta. Atlanta Pride is excited to partner with Power 105.3, Atlanta's #1 Hit Music Station, to offer this free concert for the community.

Ava Max, known for her empowering anthems and dynamic performances, has taken the world by storm with hits like "Sweet but Psycho," "Kings & Queens," and "My Head & My Heart." Her music, which champions self-expression and individuality, resonates deeply with the LGBTQ+ community, making her the perfect headliner for this year's Atlanta Pride Festival.

"We are beyond thrilled to welcome Ava Max to the Atlanta Pride stage," said Chris McCain, Atlanta Pride's executive director. "Her music and message align with the spirit of Pride, and we know she will deliver a performance that our community will remember for years to come."

The 2024 Atlanta Pride Festival will be held at Piedmont Park, providing a vibrant backdrop for a weekend filled with live music, the city's largest parade, and a variety of vendors and activities celebrating the LGBTQ+ community. As the largest Pride event in the Southeast and the nation's largest completely free Pride festival, Atlanta Pride attracts visitors from all over the country, and this year's festival is expected to be the biggest yet.

In addition to Ava Max's performance, attendees can look forward to a diverse lineup of entertainers, community activists, and local artists who are all standing "United With Pride." Atlanta Pride is committed to creating an inclusive and safe environment for all attendees, and this year's festival will continue to prioritize enhanced accessibility services and safety measures to ensure everyone can enjoy the celebration.

"We invite everyone to join us for an unforgettable weekend of pride, unity, and celebration," added McCain. "Whether you're a long-time supporter or a first-time attendee, the 2024 Atlanta Pride Festival has something for everyone. This is a moment we can all be 'United With Pride.'"

Mark your calendars for October 12-13, 2024, and get ready to experience the magic of Atlanta Pride with Ava Max and a spectacular lineup of performers and events. For more information on this year's festival, including how to volunteer or become a vendor, please visit [atlantapride.org](https://atlantapride.org).

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#### **About the Atlanta Pride Committee**

Atlanta Pride is Georgia's oldest nonprofit organization serving the LGBTQ+ community in metro Atlanta and across the South. Atlanta Pride's operations include the annual Atlanta Pride Festival and Parade in October, along with educational, social, and cultural programs and philanthropic initiatives throughout the year. For more information about Atlanta Pride, visit [atlantapride.org](https://atlantapride.org). Stay connected with Atlanta Pride on [Facebook](#), [Instagram](#), and [LinkedIn](#).