



At MassMutual, we are committed to providing the guidance you need to help reach your financial goals. Our financial professionals work to earn your trust delivering custom insurance solutions and sharing your financial priorities. To take a step toward building your financial future, contact us today.

Visit us at MassMutual.com/LGBT

MassMutual: A proud sponsor of Noho Pride since 2010.



We'll help you get there:

LIFE INSURANCE + RETIREMENT/401(K) PLAN SERVICES + DISABILITY INCOME INSURANCE LONG TERM CARE INSURANCE + ANNUITIES

MassMutual Financial Group refers to Massachusetts Mutual Life Insurance Co. (MassMutual) and its affiliated companies and sales representativesInsurance products are issued by MassMutual, Springfield, MA 01111, and its subsidiaries, C.M. Life Insurance Company and MML Bay State Life Insurance Company, Enfield, CT 06082 As of Dec. 7, 2016, MassMutual received a 100% score on the Human Rights Commission's Corporate Equality Index (CEI), earning a place on the CEI 2017 Best Places to Work List for the eighth time in the last decade RN201903-169729.

By Anna Hoff

STRONGER TOGETHER

"...in diversity there is beauty and there is strength." - Maya Angelou

2017 marks the 36th year that we join together to celebrate the extraordinary diversity and inclusion of our LGBTQ community right here in Western Mass. Although we march and celebrate in Northampton, folks travel from all across New England in support of one another on this meaningful day. This year, Noho Pride is collaborating with Boston Pride and Worcester Pride to convey one universal message: We are Stronger Together.

Over the past few decades we have seen the ebb and flow in all sectors of our daily lives pertaining to LGBTQ awareness: political landscape, court cases, societal norms, and visibility. At the end of the day our mission at Noho Pride is progress by way of unity. We devote our lives to the betterment of society, accomplished through celebrating diversity, bringing about awareness, and promoting inclusion. By collaboratively joining allied forces and working together as a team to raise awareness and enforce ideas of love and acceptance, we can accomplish so much more. It is paramount that we band together to let our voices be heard; we aren't going anywhere!

We've seen firsthand, just how powerful of a statement can be made when we all stand together and rally with fervor. Over 3 million people gathered together earlier this year at marches around the globe to facilitate meaningful discussion surrounding equality, diversity, and most importantly respect and love. Being proactive is ultimately what will incite the change and progress that is so necessary to our nation's forward momentum.

This year as you stroll around the festival, taking in all the joy and merriment that surrounds you, keep in mind that we are all gathered here for one primary reason: Pride. Take pride in *community*. Take pride in *diversity*. Take pride in *living your truth*. We are one people. We are **Stronger Together**.

WE CAN'T DO THIS WITHOUT YOU 10 REASONS WHY YOU SHOULD

DONATE

- ▶ You believe that diversity is important.
- ▶ You want to ensure that quality LGBT Resources will always be available.
- You-or someone you care about- is LGBT, and you want to say thanks.
- ▶ You appreciate how improving unity among the LGBT/allied communities can make stronger communities.
- You believe in paying it forward.
- You want to ensure that others experience the same high energy you get as a volunteer and giving back.
- You support Noho Pride's vision of expanding the availability of LGBT scholarships to go beyond our local area colleges and to reach out nationwide.
- ▶ You believe every LGBT child coming out deserves a safe future.
- You want to help families understand and create dialog with LGBT family member(s).
- You believe in the power of education and research to overcome the stigma of LGBT communities.

PLEASE DONATE at www.NohoPride.org/Donate.html



South Congregational Church United Church of Christ

An Open & Affirming Congregation in the Heart of Springfield!

Sundays at 10 a.m.



45 Maple Street Springfield, MA 01105 413-732-0117 www.sococh.org

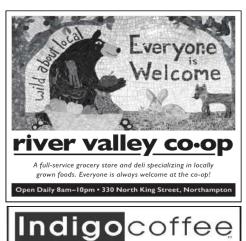


WELCOME TO NOHO PRIDE 2017

In 1981 Northampton held the first liberation Pride march in the area despite the overwhelmingly homophobic and discriminatory realities facing LGBT people nation-wide. Our Pride parade and event has evolved from people marching with bags on their heads into a day that brings diverse communities together to celebrate the freedom of being who we are. 2017 marks our 36th year of inclusion and diversity. We are a community that actively cares about justice and humanity. The ever-present political and spiritual connectedness for human rights draws people together both near and far, across gender, sexuality, age, ability, class, race and diversity broadly. This strong commitment to social justice allows this area to be an open, rather than closeted, home for many lesbian, gay, bisexual, and transgender people. LGBT people are intricately woven into all aspects of life. We are mothers, fathers, daughters, sons, brothers, sisters, friends, business owners, employees, democrats, republicans, artists, writers, scholars. We are a big part of Western Massachusetts and we welcome you to our ever-growing diverse communities.











LGBT SCHOLARSHIP

CONGRATULATIONS EMILY RICE!

Recipient of the 2016 LGBT Scholarship



2017 marks the sixth year that Noho Pride will be granting a college scholarship. This \$500 scholarship is being offered to high school seniors who attend school in either Hampshire, Hampden, Berkshire, or Franklin county and have financial need.

To be considered for the scholarship, applicants are asked to write an essay describing how he or she plans to become a positive role model in the LGBT community. A panel of 3 volunteers will read all essays received and vote to decide the winning entry.

In future years, the Noho Pride committee plans to increase the award amount as well as the scope of the scholarship to include students already attending college, as well as nontraditional students returning to college as adults. Each year, the scholarship application will be posted on the Noho Pride website as well as with popular scholarship search engines.

For more information visit us online at

www.NohoPride.org/Scholarship.html

scholarship fund managed by





BE A WINNER!

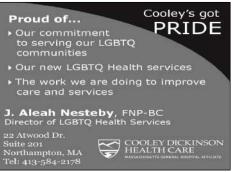
Go to the NOHO PRIDE INFO BOOTH to sign up for our amazing

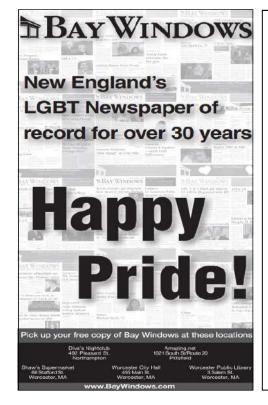
RAFFLE

to win goodies donated by Friends of Pride!

Highlands Inn Lesbian Resort
Herrell's Ice Cream Target
Lucky's Tattoo Indigo Coffee
Off The Map Tattoo AND MORE...







THANK YOU!

Noho Pride would like
to thank all our
wonderful
CRAFT, FOOD &
NON-PROFIT
tent vendors.



Drop by our Booth during the Pride Rally! Proud Sponsor, NoHo Pride!

Cangregational Church UCC







PLACE YOUR HERE!

Www.nohopride.org/sponsors **For Details**





Proudly serving the lesbian community since 1983





274 PLEASANT STREET NORTHAMPTON, MA

413-584-6616

We've doubled in size. Visit us today!

Expanded Eye Clinic & New Optical

Eye Care - Glasses - Contact Lenses - Sunwear

HAPPY PRIDE!

opticalstudioweb.com (f) @optical.studio

WE'VE WE'VE

J. Mary Sorrell, Ordained Minister Justice of the Peace 2004-2011 Your ceremony. Your preferences.

Since 2004, I have served nearly 700 couples from the region and all over the world. Happy 10 Years of Marriage Equality! May 17, 2004—our first day



SERVING LGBTQ COUPLE

Your Ceremony. Your Preferences. Experience. Dedication. Service with a smile.

> "JM the JP" jm@jmthejp.com www.jmthejp.com 413.427.4153

2017 SPONSORS of NOHO PRIDE

Thank you

Health New England LaPage Financial

Mass Mutual Financial Group Bay Windows

TD Bank Steve Lewis Subaru

WGBY Tapestry Health

Greenfield Savings Bank Whalen Insurance

Lathrop Communities Sylvester's and Roberto's Restaurants

Northampton Volkswagon The Highlands Inn Lesbian Resort

Country Nissan Holyoke Medical Center

Country Hyundai Jack Hornor and Ron Skinn

Whole Foods First Congregational Church of Amherst

Cooley Dickinson Hospital Executive Valet Parking

Optical Studio

Kathleen Collins Wealth Management

Esselon Cafe

River Valley Co-op

South Congregational Church

Baystate Health

Olin & Lippiello LLP

Maple & Main Reality

FRIENDS OF PRIDE

The Academy at Charlemont Valley Women's Martial Arts Jewish Community Center Wright Builders Indigo Coffee

#WE ARE ORLANDO

Please join us in honoring the lives of our loved ones who have needlessly fallen at hands of hate.

Akyra Monet Murray Alejandro Barrios Martinez Amanda Alvear Mercedez Marisol Flores Angel Candelario-Padro Anthony Luis Laureano Disla Antonio Davon Brown Brenda Lee Marquez McCool Christopher Joseph Sanfeliz Cory James Connell Darryl "DJ" Roman Burt II Deonka Deidra Drayton Eddie Jamoldrov Justice Edward Sotomayor, Jr. Enrique L. Rios, Jr. Eric Ivan Ortiz Rivera Frank Hernandez Franky Jimmy Dejesus Velazquez Geraldo A. "Drake" Ortiz-Jimenez Gilberto Ramon Silva Menendez



Jason Benjamin Josaphat Javier Jorge-Reves Jean C. Nieves Rodriguez Jean Carlos Mendez Perez Jerald Arthur Wright Joel Rayon Paniagua Jonathan Antonio Camuy Vega Juan Chevez-Martinez Juan Pablo Rivera Velazquez

Juan Ramon Guerrero Christopher Andrew Leinonen Kimberly Morris Leroy Valentin Fernandez Luis Daniel Conde Luis Daniel Wilson-Leon Luis Omar Ocasio-Capo Luis S. Vielma Martin Benitez Torres Miguel Angel Honorato Oscar A. Aracena-Montero Simon Adrian Carrillo Fernandez Paul Terrell Henry Peter O. Gonzalez-Cruz Rodolfo Avala-Avala Shane Evan Tomlinson Stanley Almodovar III Tevin Eugene Crosby Xavier Emmanuel Serrano Rosado Yilmary Rodriguez Solivan

Stop by the PRIDE SWAG TENT to get your **FREE** remembrance button.

WE PRIDE OURSELVES ON BEING FAMILY FRIENDLY



Swing by the Youth Tent for free activities for the YOUNG AT HEART

VOLUNTEER STAFF

Operations Manager Parade Coordinator

CID

KATRINA



Vendor Coordinator

BEAR



Entertainment Coordinator

LISA



Stage Manager

JM SORRELL



Spokesperson

RACHEL & ANNA



Sponsorship Coordinators

AARON



Merchandise Coordinator

ANITA



Volunteer Coordinator

CAT



ASL Interpreter Coordinator

IZZY



Drag Coordinator

MICHELE



Scholarship Coordinator

STEPHANIE



Content Manager
Youth Tent Coordinator





ENTERTAINMENT LINE UP

NOHO PRIDE PARADE

12:00 PM

MAIN STAGE PRESENTS

Welcome by Emcee Cindy Foster 1:15 PM

Proclamation by Northampton Mayor David Narkewicz

> Brennan Srisirikul Speaker

Drag Performance

Sally Johnson Van Wright, Janet Aalfs and Dorian Gregory VWMA Speakers

Ephraim Adamz

Drag Finale



Noho Pride sends a huge THANK YOU out to our amazing ASL interpreters who make our event accessible to our Deaf and Hard of Hearing community.

MAYOR DAVID NARKEWICZ



David Narkewicz, a Greenfield, MA native, was elected the 44th Mayor of the City of Northampton in November 2011. Prior to that, he served as Councilor At-Large and President of the Northampton City Council from 2010-2011 and Ward 4 City Councilor from 2006-2010.

Cindy Foster



I have performed with the queer queens of comedy along side Poppy Champlain, Michelle Balan and Ian Harvie at the Calvin theater . I am a regular performer at Divas nightclub in Northampton . I have performed in new England's funniest comic at Mohegan sun. I have performed at colleges including UMaine and Worcester state. I am the emcee for Worcester pride for the second year in a row. I live locally in Greenfield, Mass with my two amazing kids Noah and Hannah.

EPHRAIM ADAMZ

An American DJ turned Pop Performer. Raised in the southern countryside of Virginia, he brings you his debut album with a unique variety of sounds. Baltimore Club, Miami Bass, Jersey Club, and Contraction Ballroom Vogue



meshed with racy lyrical escapades that one might consider as a Tell-All diary. The smooth title track "Innocent" reflects on romantic crushes as a child, while the bass thumping "Do It Bitch" defends those struggling for equality in an unjust society. Ephraim Adamz delivers you fierce dance moves and a cool swag that will have your undivided attention.

"The best medicine in life is when you make people laugh, smile, or feel sexy. I like to perform music that describes a story or sends a positive message. I has to feel soothing to the body and the soul. Stuff that get's people thinking while grooving. People come to my shows to celebrate, and that makes me feel good." - Ephraim Adamz

Brennan Srisirikul

Born in Bangkok, Thailand, Brennan is a singer, actor and speaker. He also happens to be in a wheelchair. Favorite credits include: *Pillowman, Breaking the Code* and *Titanic, the Musical*. If you listen close enough, you can hear Brennan's voice on the track "No Time at All" from the new Broadway cast recording of *Pippin* alongside Tony award-winner Andrea Martin. B.A. Theatre – Musical Theatre concentration, Rhode Island College. As a motivation speaker, he has spoken at numerous



conferences, spanning as far as Honolulu, Hawaii. Most recently, he was the keynote speaker at the Massachusetts Federation for Children with Special Needs' Visions of

Community conference. He is proud to be an advocate for diversity, equality and inclusion. For more information and booking, visit www.brennansrisirikul.com. Instagram: @BrennanSrisirikul / Twitter: @BrenSrisirikul

Valley Women's Martial Arts Speakers

For Full BIOS, please visit <u>www.vwma.org</u>



Shinshii Janet Aalfs

Shinshii Janet Aalfs, founder & director of Lotus Peace Arts, and artistic director of VWMA since 1982, is a 7th degree black belt in Shuri-ryu Okinawan Karate, a 6th degree black belt in Filipino Modern Arnis, a nationally certified teacher of empowerment and self-protection skills, and an instructor of Liangong, Tai Chi, and Qigong through Jian Mei Internal Martial Arts. As an educator,



performer, and peace-builder, Aalfs continues to dedicate her life to feminist social justice activism, and her bio is included in Feminists Who Changed America, 1963-1975. Poet laureate emeritus of Northampton, MA, her most recent book is Bird of a Thousand Eyes.



Sifu Dorian Gregory

Dorian practices and teaches the Yang Style Full Traditional Curriculum with a strong focus on core principles, form and partner work and the thirteen powers/postures. A member of VWMA & LPA since 1989, Dorian has a master's degree in philosophy, her CPA, and advanced degree black belts in Shuri-ryu Karate and Modern Arnis. Dorian is also a certified self-defense instructor through the National Women's Martial Arts Federation. Whatever style of martial arts you practice, her goal is to share some of the principles and wonders of the martial arts. Dorian is also at her Tai Chi studio in Florence, where she offers ongoing Tai Chi classes, regular seminars and is available for private lessons.

Sensei/ Gura Sally Johnson Van Wright

A 5th degree Black Belt in Shuri-ryu Karate, 3rd degree Black Belt in Modern Arnis, and Certified Self Defense Instructor, Sally has trained and taught consistently since 1987 with an enduring goal of cultivating joy and power in movement. She is also a former Chair and leader within the National Women's Martial Arts Federation, and co-chair of the Anti-Racism Council. At her full time job, she is a social worker helping to provide empowering programs to people returning from incarceration to their home communities. Sally holds licenses in clinical social work and addictions counseling.



Drag Performers



Felicia Forrestor

This is my 5th year as Noho Pride drag coordinator and this year will be BIGGER and BETTER then the last. Originally from Lancaster, PA I have been doing the art of female impersonation for over 25 years in over 200 cities. I am a comedy and night-club queen but I can be a good girl for the family events such as Noho Pride. Please join us this year for the 2 amazing shows we have planned.

Hors Documes For the past eight years, Hors has reached for two goals: to create

queer spaces where drag and burlesque can flourish in The Pioneer Valley and to entertain you! Whether this genderqueer drag entertainer is hosting the monthly Bon Appetit Burlesque shows in Northampton, MA, running Drag Brunch at Slainte Restaurant and Gateway City Arts Bistro in Holyoke, MA, launching the new Burlesque Brunch at Gateway City Arts Bistro, or lending her sass to the highest bidding venue, Hors is as friendly as can be.

She's just as happy to pose for selfies and give you a big hug as she is to be a co-host this year at Northampton Pride! As the Hors of all trades for Hors D'oeuvres Entertainment, Hors wears many hats but they're all covered in glitter. Hors also notes their pronouns are fluid: "You can call me they, you can call me she, or you can call me he, as long as you call me!" Visit www.facebook.com/hors.doeuvres to keep up with Hors on their adventures in Western Massachusetts. Photo credit: Ben A. Johnson



I am Loo D'Flyest Priestly, a drag king from

Northampton, MA. I started performing five years ago. I'm known for high energy routines that play with gender roles and pop culture references, incorporating live drumming, choreography, skits, and you can usually see me rocking a glitter beard. Within my five years of drag, I've won three pageants: Ms. Lesbian of Western Mass 2013, Ms. Worcester Pride 2014 and Mr. Northampton Divas 2014. I have been blessed to meet so many amazing people through my journey, and I love to give back to my wonderful community by performing at NOHO Pride! The best day of the year!!



My name is Laxy MJ. I started performing January of

2013 at Diva's in Northampton. That same year was the first time I performed in Noho Pride. I then went on to win the title of Prince of the Millennium 2013. Later on that same year I won the title and crown of First Ever Mr. Northampton Divas 2013. This will be my 5th year performing at Noho Pride.

I specialize in impersonating Michael Jackson, although I have done other genres. Such as hip hop, r&b, pop, salsa, reggaeton, reggae, even classic 60's (Elvis Presley). I am always excited to perform at Noho Pride and humbled by the opportunity.

Whitley Nycole De Line has been entertaining

the gay community for 34 years. She is the reigning Miss Lancaster PA Pride Emeritus. She is also the promoter for Lancaster Drag Idol, Miss & Mr Lancaster PA Pride and Miss Lebanon Grand Diva & Mister Lebanon Grand Divo. Whitley was also on the "MAURY" show that aired in April of 2000. Whitley is looking forward to meeting you all and making new





Yalehxia Priestly is a drag queen originally from Puerto Rico.

She is most well know in Western Mass and other states for her energy, extravagant makeup and looks. Her first appearance in Western Mass was in march of 2012 winning 1st place in Drag Wars contest at Diva's Nightclub making an impact and bringing some different drag style to the scene in the area. In 2013 she won the tittle of "Miss Diva Massachusetts 2013" and became one of the "Diva Dolls" from Diva's Nightclub in Northampton.

Starting her drag in Northampton.

Mia & F. Lay now

resides in New Haven, CT. She travels for shows and performs in drag full time! By day she works in costume shops sewing and brings that skill to her drag. She leaves audiences pondering life's greatest questions like, "Can I get a refund?" A mix of neon 80's and punk rock, Mia is now in her 4th year of performing and is ready to bring you her best this year! You can catch her on instagram @miaezlay and you can catch her back in Western Mass regualry at Drag Brunch with Hors & Friends!





Serenity Lockhart

Started doing drag as part of the local non-profit organization "The Imperial Court of Western MA" in 2012. Serenity draws a lot of inspiration from anime, video games and comics. She has no drag mother thus making everything she knows 100% selftaught. Her make-up skills and special effects are extraordinary. She has a big personality and gets along with almost anyone. Serenity and soon-to-be-husband Midnight are both make up the group "Serene Midnight Cosplay".



began performing 18 years ago. Devin moved to Western MA in 2013 and has competed at the local, state, and national level and was Mr. Diva's Northampton 2016. Devin is honored to be performing at Pride again this year!





Your last reigning Miss Northampton Divas Ruly Menroe will

be handing over and crowning a new Queen in July of 2017. Ruby has worked with many organizations and has proudly traveled with Chibicon the Traveling Cosplay Show. Doing cosplay opened up a new world and has taught Ruby about respecting and embracing new and different drag art forms. Ruby now has her own Traveling Show called DANCE DANCE RUBYLUTION: presenting Music Awards. You can follow Ruby Monroe on Facebook and Instagram for all the latest travel dates. Don't forget to love your family, love your friends, love one another and most importantly love yourself for tomorrow is not guaranteed. With love always, Miss Ruby Monroe.



Lee Crayx is one of Northampton's fabulous and unique

Drag Kings. He is a super fun entertainer to watch, and is always excited to put on a great show. Leo is really lucky and fortunate to have the opportunity(s) to work/perform with some of the Valleys greatest Drag Kings and Drag Queens. This will be Leo's fourth year performing Northampton Pride among his fellow Drag Kings and Drag Queens and the community and he's really excited about it. He is especially grateful to be seen in a community that has been really amazing and supportive along his Drag Journey!! Leo wants to thank everyone within the community for coming together one lash/stash at a time and wishes everyone a Happy Pride 2017!! = <3

Tytannia Lockhart started doing drag as Lolita

Loveless in 2010. After about a year of working together she became Serenity Lockhart and Tito Midnight's drag daughter. renaming herself Tytannia L. (Loveless) Lockhart. After attending HCC she earned a degree in Theatre, which she uses in her work with ChibiCon: The Traveling Cosplay Show, designing and constructing costumes, props and set pieces. In 2014 she was crowned the second Ms. Northampton Divas. She also enjoys video games, anime and cosplaying her favorite characters.



Lustin Syder is the current reigning Ms. Lesbian Western

MA 2015-2017, as well as one of the Inaugural Figureheads of the Imperial Court of Western MA. Justin started his drag career back in August of 2013, competing in the Drag Wars competition at Divas Nightclub in Northampton, where he won and went on to compete in the Drag Wars finale. Since then, Justin has been performing at nightclubs around Western Mass. Under his

current reign as Ms. Lesbian Western MA. Justin has been making visits to local LGBT youth organizations, attending imperial balls across the east coast, conducting fundraisers, and working with Mr. Gay and Ms. Gay Western MA to positively make a difference within the community. Justin gains his performance inspiration from Justin Timberlake, Usher, Bruno Mars, Todrick Hall, and live theater.

My name is Kendra Mae Way I'm 23 years of age!

I was born and raised in Lancaster County PA and have been entertaining in the drag community for 2 1/2years now! I have had the honor to win my current title of Miss Lancaster Pa Pride 2016 last June and to have the opportunity to represent my county at the Northampton Pridefest!!





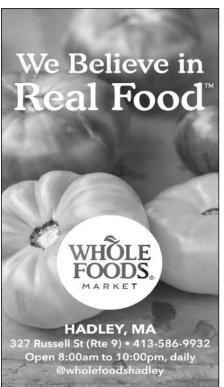
Northampton, MA (413) 341-1461



37 Main St. Belchertown, MA 01007 (413) 887-0246

www.lepagefinancial.com

Securities offered through Combridge Investment Research, Inc., a Braker/Dealer, Member FINRA/SIPC. Advisory Services through Combridge Investment Research Advisors, Inc., a Registered Investment Advisor. Cambridge and LePage Insurance & Financial Services, Inc. are not officered.







413–320–1162 mark@mapleandmainrealty.com www.markcarmien.com

> MAPLE MAIN REALTY

Serving the 413 with Pride since 2003!





With years of experience in problem solving, counseling, negotiating and litigating, our office is a valuable source

355 Bridge Street, Suite 4B, Northampton, MA

for you, both in an out of the courtroom.

413.203.0010 oliplaw.com



Proudly Supporting Northampton Pride!

28 North Maple St., Florence, MA 01062

413-584-2900

#strongertogether

NOW IS THE TIME TO STAND, UNITE AND LOVE



Here's what people are saying about Noho Pride's event and parade:

"It brings people together, all demographics and that's so empowering."

"At pride I am able to be who I am and feel safe among people who do not judge me."

"Pride resurrects a very important part of history, locally and nationally."

"At Pride it provides a great way to support people and businesses."

"Pride encourages growth as individuals and groups
like the GSA's at the schools."

"It brings awareness to every facet of society."

Please consider sponsoring Noho Pride 2018

Visit www.NohoPride.org/sponsor for details



Baystate Health

is proud to partner with the LGBTQ community to improve the health of the people in our communities every day with quality and compassion.

At Baystate Health, we are committed to fostering an environment of diversity, inclusion, and cultural competence and humility, where all employees, patients, visitors, and vendors are appreciated and valued. We are proud to care for you and your family. For more information or a free physician referral, please call us at 1-800-377-4325.

For a list of career opportunities, visit baystatehealthjobs.com or call us at 1-800-767-6612.





Baystate Health's Community Benefits Mission is to reduce health disparities, promote community wellness and improve access to care for vulnerable populations.

baystatehealth.org



Where You Unite.

We stand with you, because we're right here with you in the Pioneer Valley. As the only health plan based in Western Massachusetts, we're proud to be the health plan of choice for more of your neighbors than any other. And, we are committed to supporting organizations like NOHO Pride in their work to enrich and unify diverse communities throughout the region.

(413) 787-4000 | (800) 842-4464 healthnewengland.org/community



SUPPORT THOSE WHO HELP MAKE NOHO PRIDE POSSIB #STRONGERTOGETI

MAJOR SPONSOR



BLUE SPONSOR



GREEN SPONSORS



























ORANGE SPONSORS





Jack Hornor and Ron Skinn





