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## **Atlanta Pride Announces “Rooted in Resistance” as Official Theme for 2025 Festival; Volunteer Applications Now Open**

**ATLANTA (JUNE 2025)** — [Atlanta Pride](https://atlantapride.org), the largest free Pride festival in the United States, is thrilled to announce **"Rooted in Resistance"** as the official theme for the 2025 Atlanta Pride Festival, scheduled for October 11-12, 2025 and marking the organization's 55th anniversary. This powerful theme encapsulates the enduring spirit of the LGBTQ+ community and its unwavering commitment to progress and liberation.

"Rooted in Resistance" honors the rich history of the LGBTQ+ movement, acknowledging the foundational acts of defiance and courage that have paved the way for current advancements. It serves as a reminder that the very existence and celebration of LGBTQ+ lives are acts of resistance against oppression, discrimination, and injustice. The theme also looks forward, inspiring continued advocacy and collective action in the ongoing fight for full equality and acceptance for all.

"Our community's journey has always been 'Rooted in Resistance.' From Stonewall to the present day, we have continually stood firm in the face of adversity, demanding our rights and celebrating our identities," said Chris McCain, Executive Director of Atlanta Pride. "This theme is a call to remember our past, acknowledge our ongoing struggles, and empower every individual to contribute to a future where all LGBTQ+ people can thrive, free from fear and prejudice. We invite everyone to join us in embodying this spirit at this year's Festival."

Marking a significant milestone, 2025 will be the **55th year of Atlanta Pride**, a testament to decades of unwavering dedication to the LGBTQ+ community in Georgia and across the South. This landmark anniversary underscores the enduring legacy of activism, celebration, and advocacy that has defined Atlanta Pride since its inception.

"This year marks Atlanta Pride's 55th anniversary. As we celebrate this milestone, we

remain grounded in our grassroots origins and our year-round commitment to the LGBTQ+ community across Georgia,” McCain went on to add. “One example of that work is our [Pride Across the Peach State initiative](#), which provides support to smaller, local Pride events throughout the state, ensuring that LGBTQ+ visibility and inclusion aren’t limited to just one weekend or one city.”

The 2025 Festival logo was designed by local graphic designer [Edwin Villalba](#). Edwin is a Senior Graphic Designer at Georgia Power and has experience working with many clients including Disney, CVS, Citizens Bank, SMU, Octavius Marsion, Dillon Burnside, and many others.

As preparations for the 2025 festival gain momentum, Atlanta Pride is also excited to announce that [volunteer applications are now officially open](#). The success of the Atlanta Pride Festival, which draws hundreds of thousands of attendees annually, relies heavily on the dedication and hard work of its incredible volunteers. From parade marshals to information booth attendants, volunteers play a vital role in creating a safe, welcoming, and celebratory environment for everyone.

"Volunteers are the heart and soul of Atlanta Pride," McCain added. "Their passion and commitment make it possible for us to deliver this incredible festival to our community. We encourage anyone who wants to make a tangible difference and be a part of something truly special to sign up and join our team."

Individuals interested in contributing their time and energy to the 2025 Atlanta Pride Festival are encouraged to learn more about available roles and submit their applications. Specific details regarding the festival schedule, entertainment, and other programming will be released in the coming months.

To learn more about Atlanta Pride, visit <https://atlantapride.org/>

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### **About Atlanta Pride**

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