

CONTACT INFORMATION:
Atlanta Pride
Steven Igarashi
Director of Communications
& Community Engagement
(404) 382-7588, ext. 1003
media@atlantapride.org



Atlanta Pride Announces "Louder & Prouder" as the Official Theme for the 2026 Atlanta Pride Festival

ATLANTA (JUNE 24, 2026) — [Atlanta Pride](#), the largest free Pride festival in the United States, today announces **"Louder & Prouder"** as the official theme for the 2026 Atlanta Pride Festival. The theme will guide the organization's programming, storytelling, and community engagement efforts leading up to Festival Weekend on October 10 and 11, 2026.

The theme celebrates the power of visibility, advocacy, and community at a time when LGBTQ+ voices continue to shape culture, drive progress, and inspire change. "Louder & Prouder" is both a rallying cry and a celebration, encouraging LGBTQ+ people and allies alike to embrace authenticity, stand together, and show up boldly for one another.

"Atlanta Pride has always served as a platform for community, visibility, and collective action," said Chris McCain, Executive Director of Atlanta Pride. "'Louder & Prouder' captures the strength, joy, and determination that define our community. It celebrates the freedom to live authentically, the power of showing up for one another, and the impact we can make when our voices are heard together. This October, we look forward to welcoming hundreds of thousands of attendees as we celebrate Pride in all its forms."

To bring the 2026 theme to life, Atlanta Pride partnered with Atlanta-based multidisciplinary designer and creative strategist [Katie Costa](#). Costa created the official theme logo and visual identity, drawing inspiration from the bold energy, creativity, and resilience that have long defined Atlanta's LGBTQ+ community. The design will appear throughout the 2026 Festival season across marketing materials, merchandise, digital platforms, and event experiences.

Additional announcements regarding entertainment, Grand Marshals, volunteer opportunities, festival programming, and community initiatives will be shared in the months leading up to the 2026 Atlanta Pride Festival.

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

###

About Atlanta Pride

Founded in 1970, Atlanta Pride is Georgia's oldest nonprofit organization serving the LGBTQ+ community in metro Atlanta and across the Southeast. The organization produces the annual Atlanta Pride Festival and Parade in October and leads year-round community programming and philanthropic initiatives. In recent years, Atlanta Pride has welcomed more than 350,000 attendees during festival weekend, generating an estimated annual economic impact of more than \$86 million for the region. For more information about Atlanta Pride, visit atlantapride.org. Stay connected with Atlanta Pride on [Facebook](#), [Instagram](#), and [LinkedIn](#).