



MTV Latin America supports Winter Party Festival youth event through wristband fundraiser

January 16, 2007

MIAMI -- MTV Latin America is underwriting a fundraising campaign to support a new Winter Party FestivalSM event for lesbian, gay, bisexual, transgender and questioning (LGBTQ) youth, ages 13 through 20, and their straight allies. The event, One Tribe, One Vibe, will be supported by the sale of 5,000 wristbands produced by MTV Latin America. The wristbands will be sold for \$3.00 each, and 100 percent of the proceeds will benefit One Tribe, One Vibe, which will be held on Saturday, March 3. The campaign will launch tonight at SoBe Social Club's Martini Tuesday party.

The 2007 Winter Party FestivalSM, produced by the **National Gay and Lesbian Task Force**, is a six-day celebration for the LGBT community taking place from Feb. 28 to March 5. The Festival theme, Beyond Borders, expresses the Task Force's continued commitment to present programming for the entire community.

"Winter Party Festival is Miami's biggest annual celebration for LGBT people, and we wanted to make sure that the youth in our community had an event to call their own," said Festival co-chair Dave Cook. "We are thrilled that MTV Latin America is helping to make this vision a reality."

"We're delighted to partner with The Task Force to help raise funds for the LGBT organizations in Miami," said Pierluigi Gazzolo, Managing Director of MTV Networks Latin America. "Through this initiative, we are supporting diversity within our local community and giving youth an opportunity to express their individuality free of stigma and discrimination. We are confident this event will be a success."

The wristbands are purple and are imprinted with "The Task Force", "Winter Party" and the MTV Latin America logo in pink. Edison Farrow, a local promoter and supporter of the Task Force, will host the kick-off party for the fundraising campaign during his weekly Martini Tuesday party tonight. The event begins at 9 pm and will be held at Air on the Cafeteria Rooftop, located at 546 Lincoln Road on South Beach. Guests who purchase and wear a wristband will receive \$1.00 off the price of the featured martini all night.

Winter Party FestivalSM is recruiting other local businesses and organizations to participate in the fundraising campaign. Kiehl's Since 1851 has committed to giving two complimentary deluxe samples of their skin and body care products to patrons who purchase a wristband at the Lincoln Road store. SoBe Sports Club will offer guests who purchase wristbands a \$3.00 discount on the price of a day pass.

Businesses and organizations can apply to participate in the campaign by contacting the Miami office of the National Gay and Lesbian Task Force at 305.571.1924.

One Tribe, One Vibe will begin at noon on Saturday, March 3, at Parrot Jungle Island. The event will include food, dancing to music provided by DJ Angel Infiniti, and a resource fair to introduce LGBTQ youth to the many community organizations and services available to them. Pridelines Youth Services, GLSEN South Florida and The Village will be among the participants. Tickets are \$20. More information about the event is available at www.winterparty.com.

Two-thirds of the net proceeds from Winter Party FestivalSM will be distributed to the Miami-Dade

LGBT community through a program administered by the Dade Community Foundation. The remaining one-third of the proceeds will benefit the National Gay and Lesbian Task Force.

The mission of the National Gay and Lesbian Task Force is to build the political power of the lesbian, gay, bisexual and transgender (LGBT) community from the ground up. We do this by training activists, organizing broad-based campaigns to defeat anti-LGBT referenda and advance pro-LGBT legislation and building the organizational capacity of our movement. Our Policy Institute, the movement's premier think tank, provides research and policy analysis to support the struggle for complete equality and to counter right-wing lies. As part of a broader social justice movement, we work to create a nation that respects the diversity of human expression and identity and creates opportunity for all.

Headquartered in Washington, D.C., we also have offices in New York City, Los Angeles, Miami, Minneapolis and Cambridge. The Task Force is a 501(c)(3) corporation incorporated in Washington, D.C. Contributions to the Task Force are tax-deductible to the full extent allowed by law. (C) 2005 and 2006 National Gay and Lesbian Task Force. 1325 Massachusetts Ave NW, Suite 600, Washington, DC 20005. Phone 202.393.5177. Fax 202.393.2241. TTY 202.393.2284.

theTaskForce@theTaskForce.org.