



**FOR IMMEDIATE RELEASE:**

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## **WORLD'S LARGEST FLAG ALL SEWN UP**

### **RECORD-BREAKING FLAG TO RAISE HALF-MILLION DOLLARS FOR AIDS AT WORLD'S LARGEST GAY RIGHTS MARCH**

**New York City** — The world's largest flag, completed June 6, is scheduled to be unfurled by ten thousand participants from around the globe—one time only—in New York City for Stonewall 25 International March on the United Nations. The mile-long Rainbow Flag, called "Raise The Rainbow," is a fundraising project of The Stadtlanders Foundation to benefit people living with AIDS throughout the United States. This momentous event is scheduled to take place on Sunday, June 26 near the United Nations on Manhattan's East Side along First Avenue.

Ten thousand flag carriers will assemble at 9:00 AM, at First Avenue and East 36th Street. The Rainbow Flag will be unfurled at 10:00 AM, starting at East 37th Street and will span 20 city blocks, up First Avenue to East 57th Street, as per current negotiations with New York City Mayor Giuliani and the New York City Police Department.

The huge multi-colored Rainbow Flag measures one mile long by 30 feet wide, weighs in at 7,000 lbs. and took 17,000 yards of fabric to create. Its six vibrant colors represent the diversity of the lesbian and gay community.

The original Rainbow Flag was created by Gilbert Baker in San Francisco in 1978 for the city's annual gay pride march, and the Flag is now recognized as the symbol of lesbian and gay pride worldwide. The Stadtlanders Foundation commissioned Baker,

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long regarded as the gay Betsy Ross, to sew the world's largest Rainbow Flag on behalf of Raise The Rainbow. The collaboration has produced a flag that will empower members of the lesbian and gay community and raise critically needed funds for AIDS service organizations nationwide.

The Stadtlanders Foundation was established in 1993 by Stadtlanders pharmacy to offer direct support nationally to charitable endeavors which improve the quality of life for persons living with chronic conditions. The Foundation's National AIDS Community Advisory Board, chaired by Cleve Jones, founder of the NAMES Project AIDS Memorial Quilt, will distribute funds generated by Raise The Rainbow to AIDS service organizations throughout the US.

Stadtlanders pharmacy, a nationwide pharmacy serving persons living with HIV/AIDS and other chronic conditions, with overnight medication delivery, insurance billing and patient counseling nationwide, is the major underwriter of Raise The Rainbow. Establishing the Foundation and sponsoring its first fundraising effort are ways in which Stadtlanders pharmacy works to support the HIV/AIDS community. Additional sponsors are *Next* magazine—the gay companion to New York, *Genre*—the national lifestyle magazine for gay men, and the *Advocate*—the national gay and lesbian news magazine.

For more information about Raise The Rainbow, or to register to carry the flag, call (800) NYC-1994. The first 10,000 people to register to carry the flag will receive a free tee-shirt and a 30 foot wide commemorative strip of the flag following its historic appearance on June 26.

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**Attention Media:** Interviews with Gilbert Baker or Cleve Jones can be arranged by calling Alan Klein at (212) 674-1384 or Erika Freiberger at (412) 825-8100.