

Executive Committee members Glenn Garde, Vice President of After Sales, Ayesha Coker, Vice President of Marketing and Angus Fitton, Vice President of Public Relations joined PCNA employees, family and friends in the parade.

Porsche Supports the Atlanta Pride Committee for the Fifth Year

15/10/2024 Porsche continues its support of the 55th annual Pride Parade on Sunday, October 13.

Atlanta. Porsche Cars North America. Inc. (PCNA) is proud to continue its support of the Atlanta Pride Committee for a fifth year. PCNA employees, three Porsche cars, six dancers and the Seed & Feed band marched down Peachtree Street as part of the 55th Atlanta Pride Parade on Sunday, October 13.

Participants representing Porsche Cars North America (PCNA) walked alongside the cars, the dancers and the band on the parade route, joining hundreds of thousands of revelers to support and celebrate the LGBTQIA+ (Lesbian, Gay, Bisexual, Transgender, Queer, Intersexual, Asexual) community over the weekend.

“Porsche Cars North America is proud to uphold inclusivity by supporting our employees and this meaningful celebration,” said Timo Resch President and CEO for PCNA. “As we continue our support of

the Atlanta Pride Committee, we aim to build inclusive environments that foster acceptance and change in the Atlanta community at large." Executive Committee members Glenn Garde, Vice President of After Sales, Ayesha Coker, Vice President of Public Relations joined PCNA employees, family and friends in the parade.

Porsche employees wore custom "Live Vibrant" T-shirts while handing out Pride flags, buttons, stickers and beads to those along the parade route. A 718 Boxster GTS 4.0 wrapped in Pride colors led the parade fleet, followed by a Purple Sky Metallic Taycan Turbo GT, and a Frozen Blue Macan 4. The Seed & Feed band played a list of Pride-themed songs while colorful dancers walked alongside them.

Atlanta Pride was formed in 1970 to advance the unity, visibility, and self-esteem among the LGBTQ+ community. The festival commemorates the 1969 Stonewall Riots and subsequent LGBTQ+ movement. Atlanta Pride is held in October to coincide with National Coming Out Day.

MEDIA ENQUIRIES



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Image Sublines

Path: media/Images/img_1.jpg
Title: Porsche Cars North America at Atlanta Pride 2024
Subline: A 718 Boxster GTS 4.0 wrapped in Pride colors led the parade fleet, followed by a Purple Sky Metallic Taycan Turbo GT, and a Frozen Blue Macan 4.

Path: media/Images/img_2.jpg
Title: Porsche Cars North America at Atlanta Pride 2024
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