



Porsche is proud to continue its Atlanta Pride support in 2021

26/10/2021 Porsche Experience Center Atlanta hosts social media giveaway for Taycan experiences in support of canceled festival

Porsche Cars North America, Inc. (PCNA) is proud to continue its support of the Atlanta Pride Committee for a third year and will be hosting a social media giveaway to celebrate Atlanta Pride in a safe manner.

Participants in the giveaway on the Porsche Experience Center Atlanta Instagram account (@PECATL) will be entering to win one of five 90-minute driving experiences on the Driver Development Track at PEC Atlanta behind the wheel of a special Pride-wrapped Porsche Taycan, the first all-electric sports car from the German marque. The five winners will have until December 3 to schedule the Pride-wrapped Taycan Turbo experience. After that date, winners will drive a Taycan Turbo from the PEC fleet.

"Over the past 18 difficult months, the Atlanta Pride Committee has not stopped its mission to

advocate for and serve the gender and sexually diverse communities in our hometown of Atlanta,” said Erika Burk, Vice President of Human Resources for PCNA. “Porsche is active in promoting social causes championing equality for all, and we are honored to once again support Georgia's oldest non-profit agency serving the LGBTQ+ community.”

The Atlanta Pride Committee transitioned the 2020 festival to a virtual event last year and was prepared to host in-person events for 2021 until an uptick in coronavirus cases caused the organization to again suspend its festival and parade. To commemorate the original dates of the 2021 Atlanta Pride Festival and National Coming Out Day (October 11), PCNA up-lighted the Porsche North American headquarters at One Porsche Drive in style with lights projected in Pride colors for successive nights from October 8-11.

This year's Instagram giveaway will run from October 26 to 8 p.m. EST on October 30, 2021. To enter, participants will need to follow @PECATL on Instagram, comment on the Pride post announcing the giveaway with #PorschePride2021 and tag a friend. Tagging another user does not enter that individual into the giveaway and that person would need to comment according to the guidelines to enter. For further details, please see the Terms and Conditions.

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.

Info

For a complete listing of Atlanta Pride events, visit atlantapride.org

For the Porsche Pride giveaway official rules, visit PorscheDriving.com

MEDIA ENQUIRIES



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Link Collection

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