# Porsche at the 49th Atlanta Pride Parade

07/11/2019 Employees of Porsche Cars North America turn out to celebrate the LGBTQ community

Seven Porsche sports cars in a rainbow of colors turned heads down Peachtree Street as part of the 49 th Atlanta Pride Parade on Sunday, October 13.

Participants representing Porsche Cars North America (PCNA) walked alongside the cars on the parade route, joining hundreds of thousands of revelers to support and celebrate the LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) community over the weekend. This was PCNA's first year participating in Atlanta Pride events.

"Porsche Cars North America values an inclusive community based on acceptance," said Erika Burk, Vice President of Human Resources for PCNA. "We aim to support our employees and social causes impacting the Atlanta community and beyond, and are honored to have taken a small part in such a meaningful celebration." Burk joined Klaus Zellmer, President and CEO of PCNA, Angus Fitton, Vice President of Public Relations, and Simon Kuhnimhof, Vice President of Customer Experience, to lead PCNA employees, family and friends in the parade.

Porsche employees wore custom "Live Vibrant" T-shirts while handing out Porsche swag to those along the parade route. A 3.0-liter twin-turbocharged Guards Red 2020 911 Carrera S led the parade fleet, followed by a Guards Red 718 Boxster GTS, Lava Orange 911 Turbo S Cabriolet, Racing Yellow 911 Targa 4S, Mamba Green Metallic Panamera 4S, Sapphire Blue Metallic Macan and Metallic Purple wrap Cayenne S.

Atlanta Pride was formed in 1970 to advance the unity, visibility, and self-esteem among the LGBTQ community. The organization estimates approximately 300,000 people participate in festival events each October.

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