



## FOR IMMEDIATE RELEASE

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## Iconic Drag Queens Join Forces with Pride Holdings Group to Amplify Global LGBTQ+ Visibility and Influence

**FORT LAUDERDALE, FL – Pride Holdings Group** (OTC: PHSE) a leading force in LGBTQ+ brand development and community-driven entertainment initiatives, proudly announces a groundbreaking partnership with a lineup of today's most **iconic drag queens**, who will serve as the company's newest **Global Social Media Influencers**.

This collaboration brings together powerhouse performers known for their creativity, advocacy, and cultural impact to elevate Pride Holdings Group's mission of expanding inclusive representation across entertainment, lifestyle, and digital platforms.

### A New Era of Visibility & Celebration

Through this partnership, the queens will lead innovative digital campaigns, star in multimedia content, and appear at major cultural events to highlight Pride Holdings Group's expanding portfolio of LGBTQ+-focused ventures. The alliance underscores the company's commitment to leveraging influential voices to inspire, educate, and empower queer communities worldwide.

**"Drag artists have always been at the forefront of cultural change,"** said **Michael Barrett** CEO of Pride Holdings Group. "By partnering with these iconic queens, we celebrate their artistry while amplifying messages of inclusion, self-expression, and equity. Their voices resonate across generations, making them the perfect ambassadors for our global vision."

### Influence With Purpose

As official social-media ambassadors, the queens will co-create content that reflects the vibrancy of queer culture—ranging from fashion and beauty collaborations to philanthropic spotlights and behind-the-scenes glimpses into the drag entertainment world.

Participating drag icons will leverage their massive followings across TikTok, Instagram, YouTube, and emerging platforms to spotlight Pride Holdings Group's values of authenticity, innovation, and empowerment.

**"Being visible saves lives—and being fabulous makes it fun,"** said one participating queen.

"We're excited to use our platforms to uplift LGBTQ+ stories while partnering with a company that shares our passion for progress."



### **A Celebration of Pride 365 Days a Year**

This partnership launches as Pride Holdings Group prepares a slate of new programs for the year, including branded digital series, live pop-up activations, and nationwide Pride-season campaigns. The queens' involvement marks the start of a dynamic creative era designed to champion queer joy and global community visibility year-round.

### **About Pride Holdings Group**

**PRIDE Holdings Group (OTC: PHSE)** is the premier LGBTQ+ hospitality and cultural rollup. Through the acquisition of high-value properties, launching tech-enabled membership platforms, and creating new revenue channels through agency services, PRIDE Holdings is setting the global standard for inclusive hospitality while delivering sustainable growth to shareholders.

For more information, please visit [www.prideholdingsgroup.com](http://www.prideholdingsgroup.com).