

PRIDE TO DISTRIBUTE \$30,000 IN GIFT CARDS TO LGBTQ WORKERS

SAN DIEGO, CA (June 16, 2020) - As the COVID-19 pandemic continues to create economic hardships on businesses and local workers, San Diego Pride, along with presenting sponsor Tito's Handmade Vodka, and with support from Tequila Herradura, is excited to distribute \$30,000 in gift cards as part of their Pride Grocery Relief Fund for LGBTQ Bar and Restaurant Workers.

Three hundred \$100 grocery gift cards are being distributed to local LGBTQ bar and restaurant employees who have been financially impacted due to the fact that their main sources of income were shut down in the interest of public health.

"Our LGBTQ bar and restaurant workers are a precious resource to our LGBTQ community," said San Diego Pride Director of Philanthropy Sarafina Scapicchio. "They are there when we celebrate our birthdays and special occasions. They provide the service and atmosphere for our first dates, and sometimes they even act as confidants for our LGBTQ community members when we are down and seeking a friendly face. The last few months have hit them hard as their wages and tips evaporated overnight. We're so proud to help make things just a little bit easier for them during this difficult time. They deserve our help as they have taken care of so many of us for so many years."

"Everything we do at Tito's is rooted in giving back to communities, and since the company's inception, supporting the LGBTQ community has been a core part of our work to make the world a better place," said Brian Herlihy, Field Marketing Director at Tito's Handmade Vodka. "As life changes every day due to the current pandemic, we're honored to sponsor the Pride Grocery Relief Fund to aid the LGBTQ service industry workers that are like family to us. During this time, Tito's

continues to support various nonprofit organizations, service industry workers, healthcare systems, and communities to help the folks taking care of us, serving us, and making a difference.”

"LGBTQ entrepreneurs create LGBTQ jobs, careers, future business owners, and financial stability in a community that has historically been underemployed," said San Diego Pride Executive Director Fernando Z. López. "These business leaders and their employees have always maintained a philanthropic mindset as they helped to build our community, nonprofit landscape, and strong found-family bonds. We are so fortunate to be in a position, thanks to our sponsors, where we can return some of that goodwill and support back to some of our community's most treasured LGBTQ spaces and people."

"I want to thank San Diego Pride for the generous gift to MO's Universe staff," said Co-Owner, MO's Universe Group Matt Ramon. "San Diego Pride has always been a community leader and in these times of uncertainty, has brought forth support. We appreciate Fernando and their team for their hard work and compassion for our team and community. Let's all remember what Pride is about and continue to be a strong LGBTQ community together by working together."

"My employees and I are so grateful for the thoughtful gesture during this time," said Harley Gray owner John Ealy. "It is so especially meaningful to our staff who are students and young families!"

Since cancelling in-person gatherings, San Diego Pride has been planning for their virtual celebration which takes place online on July 18. Activists, nonprofits, local and international entertainers, community partners, elected officials, LGBTQ businesses, and sponsors like Tito's Handmade Vodka and Tequila Herradura, will be featured as part of the virtual Pride celebration.

Additional details and dates can be found at www.sdpride.org/pride

This year's theme is Together We Rise, which will focus on calls for collaborative social justice and will help to shed light on intersectional ways the community members can address the issues impacting our community, region, and our movement. We ask you to join in on that work.

About San Diego Pride

San Diego Pride is a 501(c)(3) nonprofit organization which has distributed more than \$3.2 million in the advancement of its mission: "fostering pride, equality, and respect for all lesbian, gay, bisexual, and transgender communities locally, nationally, and globally." You can learn more about the organization by visiting sdpride.org.

About Tito's Handmade Vodka

Tito's Handmade Vodka is America's Original Craft Vodka. In 1997, Bert "Tito" Beveridge, obtained the first legal permit to distill in Texas and created Tito's Handmade Vodka. Tito's distills its corn-based vodka using old-fashioned pot stills, and the vodka is naturally gluten-free. Tito's Handmade Vodka is distilled and bottled by Fifth Generation Inc. in Austin, Texas, and is available in Liter, 1.75L, 750ml, 375ml, 200ml and 50ml sizes. For more information, visit www.titosvodka.com.