

Honoring 30 Years of Japan's Pride Parade and Embracing the Next Generation: 「Tokyo Rainbow Pride 2024」&「PRIDE 30th」booklet Japan's biggest celebration of sexuality and life diversity set for April 19–21 (Fri–Sun)

NPO Tokyo Rainbow Pride (TRP), led by Co-Chairs Fumino Sugiyama and Natsumi Yamada, is thrilled to announce the eagerly awaited Tokyo Rainbow Pride 2024, slated to take place from Friday, April 19 to Sunday April 21 in Yoyogi Park Event Plaza. TRP2024 promises to be Japan's largest celebration of LGBTQ+ diversity in sexuality and life. To mark the 30th year since the first Pride parade in Japan, TRP is also launching a special crowdfunding campaign for the publication of a commemorative booklet titled 'Pride 30th'.



変わるまで、あきらめない。

“Don't give up, change Japan”

Is this year's theme marking the 30th year since Japan's first pride parade

Since its inception in August 1994 as Japan's inaugural pride parade hosted by the Tokyo Lesbian and Gay Parade, Pride parades here have evolved into annual cornerstone events, which by 2012 have become the Pride Festival and Pride Parades organized by Tokyo Rainbow Pride in Tokyo's Yoyogi Park Event Square. Serving as a vital platform for LGBTQ+ individuals and allies to unite and celebrate the rich tapestry of sexuality and life diversity, the event has witnessed remarkable growth. From a modest 1,100 participants three decades ago, the parade burgeoned to over 10,000 attendees last year, with the accompanying festival drawing an impressive 240,000 visitors.

While acknowledging the significant strides achieved through the collective efforts of advocates, challenges persist, notably the sluggish pace of legislative reforms. In response, TRP2024 embarks on a resolute journey under the rallying cry, “Don't Give UP, Change Japan” exemplifying the unwavering commitment to a society where safety and autonomy are afforded to all, regardless of sexual orientation or gender identity.

【Tokyo Rainbow Pride Outline】

Official Name:	TOKYO RAINBOW PRIDE 2024
Period:	April 19 – 21 (Fri – Sun) ※This year's event spans 3 days
Location:	Yoyogi Park Event Plaza, Shibuya-ku, Tokyo
Admission:	Free entrance for the Pride Festival and Pride Parade
Organized by:	(Specified Nonprofit Corporation) Tokyo Rainbow Pride
Supported by:	Shibuya Ward
Partner Media:	InterFM897

【Event Outline】

Pride Festival : Friday April 19, Saturday April 20 and Sunday April 21

Time : 11:00~18:00

※Except April 19: 13:00~18:00

Location: Yoyogi Part Event Plaza&Outdoor stage外ステージ

includes

April 19 “Pride 30th Special”

Time : 13:00~18:00

April 21 “Pride parade”

Time : 13:00 state (TBC)

Location: Shibuya-Harajuku



【Other Information】

Information on stage performers, time schedule, and other details will be announced in a press release to be distributed in mid-March and on the TRP website. **In addition, this year's Pride Parade will be significantly different from previous years in terms of the assembly point, departure and arrival lines, etc.** This information will also be provided in a separate press release to be distributed in mid-March and on the TRP website.

【Comment by NAGA, creator of this year's key visuals】

“When I heard this year's theme, 'Don't Give Up, Change Japan', I felt it was an extremely powerful message. I also felt a lot of pressure because it was the 30th anniversary of the first Pride Parade in Japan, and as an ukiyoe illustrator, I was trying to figure out how to express this message. At first, I thought of lucky charms such as Daruma and the Seven Gods of Good Luck, but then I decided to go with something as powerful as the theme and used the waves from Hokusai's Kanagawa Okinamiura to depict the richly individualistic people of Edo who pushed on through the rough seas without losing ground or sinking.”

NAGA: Ukiyo-e illustrator

At the age of 25, he began working at a public bathhouse, which sparked his interest in traditional Japanese culture, especially the Edo period, and he began painting works that mix his favorite street culture and Ukiyo-e. The numerous works he painstakingly draws with his unique sensibility demonstrate his distinctive worldview, a fusion of NAGA's love of culture and his love of Edo.

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Embracing the Future: 「Don't Give Up, Change Japan」 the publication and start of crowdfunding for the commemorative 「PRIDE 30th」 booklet

As Japan commemorates the 30th anniversary* of its inaugural Pride parade, Tokyo Rainbow Pride announces plans to publish a commemorative booklet titled "PRIDE 30th." This initiative will not only celebrate the historic event but also serves as a testament to the evolving landscape of Japan over the past three decades. While progress has been made, persistent challenges remain. We all need to address this and understand the importance of collective action beyond the annual gathering at Yoyogi Park. Through a crowdfunding campaign, the organization aims to foster widespread engagement, inviting individuals to reflect on the significance of the 30th anniversary and envision the future trajectory of LGBTQ+ rights in Japan.

(*: The 1994 Tokyo Lesbian and Gay Parade is considered Japan's first Pride Parade.)



JAPAN PRIDE 30th

【 『PRIDE 30th』 Crowdfunding details 】

- URL: <https://readyfor.jp/projects/japanpride30th>
- Period: February 26 (Monday) 1100 Japan time to April 26th Friday 2300 Japan time
- Format: Standard/All in (enabling the individual or individuals seeking funds to continue receiving support, even if the predetermined fundraising goal is not achieved)
- Goal: 2 million yen
- Usage: Publication costs of the Pride Parade 30th Commemoration Booklet 『PRIDE 30th』
- Specifications: AB format : 210×257mm 36 pages Full color
- To Include: (the below is not exhaustive)
 - Chronology of Japan's Pride Parades
 - Region breakdown of the history of parades
 - Look back at Tokyo's Pride Parade
 - Changes in operation during the three era (90s, 00s and 2010s)
 - The spread of Parades nationwide et al
- Executors: (NPO) Tokyo Rainbow Pride

※ 『PRIDE 30th』 will also be on sale at the 'Pride30th' booth at the festival venue April 19-21

【TRP2024 Theme and Statement】

変わるまで、あきらめない。

30年間、声を上げ続けてきた。
1994年に日本で初めてPRIDEパレードが開催されてから、
それぞれがPRIDEを掲げ、
自分らしく生きる社会を思い描いて行進してきた。

小さくても力強い行進は、
時代と共に大きなムーブメントに変わった。
PRIDEを虹色のブームでは終わらせず、
未来は変えられると信じて共に闘い続けてくれた
全ての人たちがいたからこそ、今がある。

しかし、多くの人が「明日にでも社会が変わってほしい。」
と望んでも尚、変わらない現実がある。

世界から遅れをとっている婚姻の平等や、
埋まらないジェンダーギャップ指数、
制限された自分らしさの選択、無くならないいじめや差別、偏見。

LGBTQ+やダイバーシティ&インクルージョンの社会認識が広まり、
今、多様な性、生き方、幸せの在り方を認めあう社会、
そのための制度作りを多くの人が望んでいる。

多様な誰もが公平に、
そして自分らしく幸せに暮らせる未来のために、
私たちはあきらめない。

Don't give up, change Japan

For three decades, we've raised our voices.

Since 1994, when Japan first embraced the Pride Parade, each of us proudly marched under the Pride banner, picturing a society that embraces authenticity. What started as a modest yet potent march has grown into a formidable movement.

We stand here today because everyone who believed in reshaping the future stood in solidarity with us, keeping the rainbow Pride spirit high. However, despite our collective yearning for societal transformation, reality remains unyielding to the hopeful desires of many.

Enduring challenges persist, from trailing behind in marriage equality to an unresolved gender gap index, limited choices in expressing our true selves, and the relentless presence of bullying, discrimination, and deep-seated prejudices.

As society becomes more aware of LGBTQ+ and diversity and inclusion, we've gained a shared desire for a world that recognizes and respects diverse genders, lifestyles, and paths to happiness. A multitude of voices clamor for a future where every individual, in their rich diversity, can live fairly and authentically.

For the sake of a future where each person, regardless of their identity, can live authentically and find happiness,
We vow to never give up and continue to demand change.

Tokyo Rainbow Pride 2024 is an event to celebrate diversity in sexuality and life with LGBTQ+ people and their supporters (allies). By providing a place to connect, we aim to realize a society where all people, regardless of sexual orientation or gender identity, can live their lives authentically without discrimination or prejudice.

TRP Official HP: <https://tokyorainbowpride.com/>

TRP Official YouTube「TRP Channel」: <https://www.youtube.com/c/TokyoRPride/>

TRP Official Twitter account: https://twitter.com/Tokyo_RPride

TRR Official Instagram: <https://www.instagram.com/tokyo.r.pride/>

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