Milwaukee’s 2025 Pride Parade Announcement: Remember, Resist, Rejoice

MILWAUKEE, WI – [3/28/2025] – The Milwaukee Pride Parade Board of Directors is excited to announce the 2025 Pride Parade, scheduled for Sunday, June 8th at 2 PM. This marks the 21st annual Milwaukee Pride Parade, a tradition that began in 2004 and continues to grow as a powerful celebration of LGBTQ+ identity and resilience. This year’s theme, “Remember, Resist, Rejoice,” reflects the importance of honoring the LGBTQ+ community’s history, standing against ongoing challenges, and celebrating resilience and joy.

The parade will follow its traditional route along 2nd Avenue, beginning at Scott Street and concluding at Seeboth Street. Thousands are expected to gather in a show of solidarity, visibility, and pride.

In response to concerns about safety, the Pride Parade Board is implementing enhanced security measures, including the hiring of a third-party security team, a coordinated police presence, and public safety communications before and during the parade. Ensuring a safe and welcoming environment remains a top priority.

This year’s Pride Parade is an opportunity for the community to come together, acknowledge our history, and stand in unity during a critical time. Whether through participation, volunteering, or simply showing up in support, everyone has a role to play in making this event a success. Community members and organizations are encouraged to participate in or support the event in the following ways:

* Sponsorship: The deadline for sponsors is May 10th.
* Parade Participation: Groups and individuals interested in marching must register by May 27th.
* Volunteer Opportunities: Assistance is needed for setup, parade operations, staging, de-staging, and cleanup.

For more details on sponsorship, registration, and volunteering, visit [www.prideparademke.org](https://www.prideparademke.org/)

For announcements, please follow our FB page at <https://www.facebook.com/PrideParadeMke>

Theme Overview

* REMEMBER: Acknowledging the efforts of past generations who fought for LGBTQ+ rights, from the Black Nite Uprising in Milwaukee to the Stonewall Riots in New York. Participants are encouraged to dress in vintage pride flags, historical LGBTQ+ activism apparel, dress like their favorite LGBTQ hero, or classical outfits from decades past to honor those who came before.
* RESIST: Addressing the current threats to LGBTQ+ rights and the importance of advocacy, visibility, and community action. Attendees can express defiance through bold messages on signs and clothing, armor-inspired costumes, and strong visual statements symbolizing resilience.
* REJOICE: Recognizing the power of joy as a form of resistance, with celebrations that affirm identity and progress. This is the time to embrace glitter, sequins, rainbows, and dance-inspired outfits that embody the spirit of LGBTQ+ joy and celebration.

The event is rain or shine. Attendees are reminded to stay on the sidewalks and behind barricades for their safety and to respect the neighborhood by properly disposing of trash and keeping the area clean. Carrying alcohol is not permitted during the parade, but several bars along the route will be open for those wishing to celebrate responsibly.

The Milwaukee Pride Parade, founded in 2004, is a 501(c)4 non-profit organization run entirely by a volunteer Board of Directors. The parade is an annual event dedicated to celebrating and advocating for the LGBTQ+ community. Through visibility, activism, and celebration, the parade aims to foster inclusivity and progress.

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