



CONDÉ NAST’S THEM LAUNCHES A SERIES OF INITIATIVES DURING PRIDE MONTH

NEW YORK – June 20, 2019 – [them.](#) Condé Nast’s LGBTQ+ brand, today announced a series of initiatives and events kicking off during Pride month, including its annual Queeroes franchise.

As this year marks the 50th anniversary of the Stonewall riots, *them* has selected iconic activists and thought leaders from the Stonewall generation and paired them with next-gen queer heroes. The 20 honorees are profiled in the *Queeroes* editorial portfolio, which will be published on *them*’s digital and social platforms on June 24. They include:

ACTIVISM:

Chase Strangio
Emma Gonzalez

DRAG:

Desmond Is Amazing
Joey Arias

COMEDY:

Julio Torres
Lea Delaria

PERFORMANCE:

Mikki Blanco
Justin Vivian Bond

THEATER:

Jeremy O. Harris
André De Shields

ART

Kia LaBeija
Lyle Ashton Harris

NIGHTLIFE:

Discwoman
Eris Drew

LITERATURE

Kay Ulanday Barrett
Kate Bornstein

FASHION:

Christian Cowan
Anita Dolce Vita

MUSIC:

Dizzy Fae
Mila Jam

“With *Queeroes*, we are celebrating the important work that members of our community are doing to amplify, advance, uplift and drive meaningful change,” said Whembley Sewell, executive editor of *them*. “It’s more important than ever to celebrate this community, in June and beyond, as we honor the Stonewall legacy, take pride in supporting and empowering LGBTQ+ people everywhere, and continue to elevate their voices every single day of the year.”

them's Queeroes will be celebrated at a private event on June 26, presented in partnership with HBO's new series, "Euphoria," and taking place at the Angel Orensanz Foundation in New York City. The event, which has expanded in scope and size from last year, will include an exclusive dinner followed by a dance party featuring musical performances curated by Pitchfork, spotlighting noteworthy LGBTQ+ artists and allies. At the party, Aéropostale will debut its gender neutral collection, along with a raffle to benefit the Ali Forney Center.

This month, *them* is also launching #oneofthem, a new influencer network which brings together 27 creative people to help further the brand's mission of cultivating an inclusive, diverse and celebratory community. The network features talent such as Munroe Bergdorf, Wilson Cruz, Jazz Jennings, Brigitte Lundy-Paine, Shantell Martin and Nik Dodani, who will have a chance to attend *them*'s events, including the *Queeroes* dance party, participate in special collaborations and brand partnerships, and share their stories on *them*'s platforms. On Instagram, the #oneofthem network reaches more than 5 million people, adding to *them*'s audience of nearly 1.5 million across platforms. Over the past year, *them* has experienced tremendous growth, increasing its social audience by 95% since October 2018. (Source: ListenFirst)

Beyond June, *them* is unveiling Pride 365, a program that allows its partners to commit to championing LGBTQ+ causes all year round. Current supporters include Ralph Lauren, AT&T and HBO.

About *them*:

[them](#), a next-generation community platform, chronicles and celebrates the stories, people and voices that are emerging and inspiring everyone, ranging in topics from pop culture and style to politics and news, all through the lens of today's LGBTQ+ community. Follow *them* on [Instagram](#), [Twitter](#), [Facebook](#) and [YouTube](#).

Media Contact:

Adriana Stan, adriana_stan@condenast.com, 212-286-3646