FOR IMMEDIATE RELEASE

Capital City Pride Receives $10,000 from Kum & Go

Des Moines, IA, September 15, 2020 – Capital City Pride (CCP), an Iowa LGBTQ+ non-profit dedicated to producing events that educate, commemorate and celebrate Iowa’s diverse community, is pleased to announce a charitable contribution in the amount of $10,000 from Kum & Go. This gift will ensure that LGBTQ+ communities are represented, heard, and supported today, and every day.

“Kum & Go believes that supporting Pride is about more than a financial contribution to a weekend festival. It is about showing up for LGBTQ+ communities in meaningful ways, welcoming all individuals into our stores as customers and associates, continuously educating ourselves, and actively demonstrating this support through a yearlong partnership. While 2020 has been a difficult year, Capital City Pride remains committed to these same values. We are proud to return as a Platinum sponsor because of this commitment,” Kum & Go Philanthropy Manager, Emily Bahnsen states.

“Words cannot express how excited we are to have Kum & Go as our first Platinum sponsor for the second year in a row,” said Jen Carruthers, President, Capital City Pride. “This past year, for many organizations, was extremely difficult. All in-person Pride gatherings across the world came to a halt and were replaced with virtual celebrations. Kum & Go was instrumental in helping us pivot from an in-person Pride Festival to a virtual, month-long Pride Celebration due to COVID-19.”

The result was an extremely successful virtual Pride Month in June that saw 100,000 online impressions and nearly 30,000 in audience engagement. The overwhelming success of the first ever-online festival has the organization rethinking and reimagining how to evolve moving forward. Early partners like Kum & Go afford CCP the opportunity to begin that process and commitment to our community with several virtual events already in the works for the remainder of 2020 leading into 2021.

“We didn’t choose to sponsor Pride Week in 2020 because it was Capital City Pride’s turn in the corporate spin cycle,” said Kum & Go President, Tanner Krause. “We sponsored them for same
reason we are doing so again today: our LGBTQ+ associates, customers, friends & family need an outspoken ally in their march towards visibility and equality. Kum & Go is beyond proud to be that ally.”

“This early support from Kum & Go demonstrates that they recognized our resilience and willingness to make major pivots to our events and programming this past year,” said CCP President Jen. “We are both devoted to still finding ways to connect with our greater community through challenging times and are dedicated to showing that Capital City Pride is more than just a weekend festival in June.”

To keep up to date on all events and programming for Capital City Pride follow us on social media and visit our website at www.capitalcitypride.org.

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About Kum & Go
For over 60 years, Kum & Go has been dedicated to the communities it serves, sharing 10 percent of its profits with charitable causes. For four generations the family-owned convenience store chain has focused on providing exceptional service and delivering more than customers expect. Established in Hampton, Iowa, in 1959, the chain has since grown to employ nearly 5,000 associates in 400 stores in 11 states: Iowa, Arkansas, Colorado, Minnesota, Missouri, Montana, Nebraska, North Dakota, Oklahoma, South Dakota and Wyoming.

About Capital City Pride
Since 1978, Capital City Pride has brought together the members of the lesbian, gay, bisexual, transgender community their friends, allies, and supporters. The organization holds events that inspire, educate, commemorate and celebrate the diverse community and culture with and for the greater Des Moines Metro.

For more information, visit www.capitalcitypride.org

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